

TO: Distribution

DATE: June 24, 1996

FROM: Market Information / Bruce Neidle

SUBJECT: INTEGRATED WEEKLY NIELSEN REPORT-WEEK ENDING 6/15/96**ALL OUTLETS COMBINED**

PM's retail share increased +0.2 points this week to 49.4%, with positive performance across all trade classes except Mass Merchandisers. Marlboro and OPB each posted +0.2 point share gains versus week-ago to 33.3% and 9.2%, respectively. Marlboro's gain likely reflected a rebound from last week's "first week of the month" decline. OPB likely benefited from the first full week of sales associated with the PBSS program. The Discount category declined -0.5 points week-to-week to 26.4%, reversing all of last week's gain. Among the major Branded Discount products, Doral, Basic and GPC incurred the largest weekly share losses (down -0.1 point each). Camel and Salem were the only competitive premium franchises to post a share gain (of at least +0.05 points) this week, coinciding with increased retail promotional support.

- PM's share advanced +0.2 points this week to 49.4%, with Marlboro and Merit gains partially offset by PM Discount losses (primarily Basic).
  - PM's share of the Premium category gained +0.1 point this week to 57.6%.
- Marlboro's share increased +0.2 points to 33.3%, in advance of next week's scheduled start of the "Marlboro Unlimited and Basic Summer Special" promotion.
- OPB posted a +0.2 point share gain this week to 9.2% (its highest level since w/e 1/27/96), corresponding with increased money-off incidence associated with the PBSS program. Merit accounted for the majority of the gain.
  - During its sixth full week at retail, Parliament Menthol's AOC share in Region 1 was relatively stable at 0.4%.
- Coinciding with a reduction in free product and incentive support, Basic's share of industry declined -0.1 point to 4.4%, while its share of category declined -0.2 points to 16.9%.
- Following last week's "first week of the month" advance, the Discount category declined -0.5 points this week to 26.4%. Among the major discount entries, Doral, Basic, GPC, RJR PL and Liggett PL accounted for the majority of the loss.

JUNE RETAIL SHARE PROJECTION						
PM-USA				MARLBORO		
Period	Proj.	Actual	Vs. Proj	Proj.	Actual	Vs. Proj
May		49.4			33.3	
6/1/96	49.5	49.6	0.1	33.4	33.4	0.0
6/8/96	49.6	49.2	-0.4	33.3	33.1	-0.2
6/15/96	49.7	49.4	-0.3	33.3	33.3	0.0
6/22/96	50.0			33.7		
6/29/96	50.2			34.0		
MTD	49.6	49.4	-0.2	33.3	33.2	-0.1
<b>EXPLANATION</b>						
6/15/96	Share likely influenced by the first full week of sales associated with the PBSS program and a rebound from last week's "first week of the month" decline.					
6/8/96	Share likely influenced by ongoing depletion of Marlboro promotional support and the "first week of the month" effect.					
6/1/96	Share possibly influenced by continued redemption of "Marlboro May Offensive" direct mail coupons and expanded/continued availability of free product offers for Virginia Slims and Basic.					

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### CONVENIENCE STORES

PM's share rebounded +0.2 points this week to 50.3%. Marlboro's share increased +0.1 point versus week-ago to 35.5%. During the first full week of sales associated with the PBSS program, OPB's share advanced +0.2 points to 8.1%. Money-off incidence for Merit, Virginia Slims and B&H increased +4 to +6 points in c-stores week-to-week. Following last week's "first week of the month" gain, the Discount category declined -0.4 points to 26.7%, with Doral incurring the largest week-to-week share loss (-0.2 points).

RJR has intensified its retail promotional support for all of its major franchises. Camel free product deals (primarily B3G3F) expanded +4 points this week to 8% of c-stores. Salem's money-off levels remained at their highest level to date (at 18% of c-stores), and Winston's money-off incidence increased +1 point to 38% of c-stores (its highest level since w/e 4/20/96). Doral's free product activity continued and money-off incidence increased +2 points to 44% of c-stores (its highest level to date).

- PM's share advanced +0.2 points this week to 50.3%.
  - Driven by Marlboro and Merit gains, PM's share of the Premium category increased +0.1 point to 59.5%.
- Partially rebounding from last week's "first week of the month" loss, Marlboro gained +0.1 point to 35.5%.
- PM OPB's share increased +0.2 points this week to 8.1% (its highest level since w/e 2/10/96), with Merit accounting for the majority of the gain. Incidence of money-off associated with the PBSS program expanded this week on all of the major franchises.
- Basic's share trailed week-ago by -0.1 point to 4.5%, while its share of the Discount category was down for the second consecutive week (-0.2 points to 17.0%).
- The Discount category declined -0.4 points this week to 26.7%, more than fully offsetting last week's "first week of the month" increase. Among the major discount entries, Doral, Basic, Misty and Liggett PL incurred the largest weekly losses.
- RJR's major premium brands (Camel, Winston and Salem) posted a combined share increase of +0.2 points this week, corresponding with increased promotional support.

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**INTEGRATED MANUFACTURER PERFORMANCE  
ALL OUTLETS COMBINED  
WEEK ENDING 6/15/96**

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	5/25	6/1	6/8	6/15	Diff vs. wk-ago	5/25	6/1	6/8	6/15	Diff vs. 4w-ago
Philip Morris	48.52	48.54	49.05	49.85	49.41	49.38	49.56	49.11	49.36	49.60	49.15	49.38	0.23	49.41	49.49	49.39	49.37	-0.17
PM Premium	41.15	41.35	41.75	42.61	42.27	42.31	42.40	41.88	42.22	42.45	42.05	42.43	0.38	42.27	42.34	42.27	42.29	-0.12
PM Discount	7.37	7.20	7.30	7.25	7.15	7.07	7.16	7.23	7.14	7.15	7.10	6.95	-0.15	7.15	7.15	7.12	7.09	-0.04
PM Branded Discount	6.53	6.37	6.50	6.48	6.36	6.28	6.38	6.43	6.34	6.36	6.30	6.18	-0.12	6.36	6.35	6.32	6.30	-0.04
PM Private Label	0.84	0.83	0.80	0.76	0.79	0.78	0.78	0.80	0.80	0.79	0.80	0.77	-0.03	0.79	0.79	0.80	0.79	0.00
PM Assorted Promo	0.38	0.29	0.41	0.31	0.32	0.33	0.32	0.34	0.37	0.37	0.35	0.27	-0.08	0.32	0.34	0.34	0.34	0.04
RJL Reynolds	26.97	26.99	26.79	26.30	26.37	26.40	26.35	26.65	26.39	26.30	26.48	26.43	-0.05	26.37	26.33	26.38	26.40	0.06
RJR Premium	17.02	17.04	17.06	16.69	16.67	16.74	16.70	16.88	16.69	16.71	16.69	16.81	0.12	16.67	16.66	16.68	16.73	0.06
RJR Discount	9.95	9.96	9.73	9.61	9.70	9.66	9.66	9.77	9.70	9.59	9.78	9.61	-0.17	9.70	9.67	9.70	9.67	0.00
RJR Branded Discount	6.26	6.14	6.08	6.05	6.17	6.24	6.15	6.15	6.23	6.15	6.34	6.23	-0.11	6.17	6.17	6.22	6.24	0.11
RJR Private Label	3.69	3.81	3.66	3.56	3.53	3.42	3.51	3.62	3.47	3.44	3.44	3.38	-0.06	3.53	3.50	3.48	3.43	-0.11
RJR Assorted Promo	0.09	0.11	0.10	0.08	0.09	0.11	0.09	0.10	0.11	0.11	0.11	0.11	0.00	0.09	0.10	0.11	0.11	0.03
B & W (Incl American)	15.43	15.31	15.02	14.77	15.01	15.00	14.93	15.09	14.93	14.91	15.10	14.99	-0.11	15.01	14.98	15.00	14.98	0.01
B & W Premium	7.00	6.95	6.94	6.82	6.89	6.90	6.87	6.92	6.91	6.88	6.90	6.91	0.01	6.89	6.89	6.91	6.90	0.04
B & W Discount	8.43	8.36	8.09	7.95	8.12	8.10	8.06	8.17	8.02	8.03	8.20	8.08	-0.12	8.12	8.09	8.09	8.08	-0.03
B & W Branded Discount	7.75	7.66	7.48	7.39	7.55	7.58	7.50	7.57	7.46	7.53	7.64	7.56	-0.08	7.55	7.54	7.56	7.55	0.01
B & W Private Label	0.68	0.69	0.61	0.57	0.57	0.52	0.56	0.61	0.56	0.49	0.55	0.52	-0.03	0.57	0.55	0.54	0.53	-0.04
Lorillard	7.23	7.31	7.31	7.29	7.38	7.35	7.34	7.31	7.39	7.34	7.34	7.38	0.04	7.38	7.37	7.35	7.36	0.00
Lorillard Premium	6.80	6.86	6.88	6.87	6.96	6.93	6.92	6.88	6.96	6.93	6.92	6.94	0.02	6.96	6.95	6.93	6.94	0.00
Lorillard Discount	0.43	0.45	0.44	0.42	0.42	0.43	0.42	0.43	0.42	0.41	0.42	0.44	0.02	0.42	0.42	0.42	0.42	0.00
Liggett	1.66	1.64	1.60	1.57	1.60	1.61	1.59	1.61	1.69	1.60	1.65	1.57	-0.08	1.60	1.60	1.63	1.63	0.06
Liggett Premium	0.43	0.42	0.41	0.40	0.40	0.40	0.40	0.41	0.39	0.40	0.41	0.39	-0.02	0.40	0.40	0.40	0.39	-0.01
Liggett Discount	1.23	1.22	1.19	1.16	1.20	1.21	1.19	1.20	1.31	1.20	1.24	1.18	-0.06	1.20	1.21	1.23	1.23	0.06
Lig Branded Discount	0.12	0.11	0.11	0.11	0.10	0.11	0.11	0.11	0.10	0.11	0.11	0.10	-0.01	0.10	0.10	0.11	0.10	0.00
Lig Private Label	1.11	1.11	1.08	1.05	1.09	1.11	1.08	1.09	1.20	1.10	1.14	1.08	-0.06	1.09	1.10	1.13	1.13	0.07
A/D Co-International	0.19	0.21	0.23	0.22	0.23	0.26	0.23	0.22	0.24	0.25	0.28	0.25	-0.03	0.23	0.23	0.25	0.25	0.03

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Source: Nielsen Integrated Database

**INTEGRATED NIELSEN PERFORMANCE  
ALL OUTLETS COMBINED  
WEEK ENDING 6/15/96**

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MID	QTD	YTD	5/25	6/1	6/8	6/15	Diff vs. wk-ago	5/25	6/1	6/8	6/15	Diff vs. 4w-ago
Philip Morris	48.52	48.54	49.05	49.85	49.41	49.38	49.56	49.11	49.36	49.60	49.15	49.38	0.23	49.41	49.49	49.39	49.37	-0.17
PM Premium-Shr Prem	56.76	56.84	57.05	57.95	57.65	57.61	57.74	57.29	57.58	57.74	57.49	57.62	0.13	57.65	57.70	57.63	57.61	-0.15
PM Discount-Shr Disc	26.79	26.40	27.22	27.37	26.79	26.61	26.94	26.88	26.76	27.01	26.45	26.38	-0.07	26.79	26.86	26.71	26.64	-0.18
PM Brd Disc-Shr Brd Disc	30.83	30.58	31.43	31.58	30.70	30.30	30.90	30.94	30.70	30.80	30.12	30.00	-0.12	30.70	30.74	30.52	30.40	-0.32
PM PL-Shr PL	13.24	12.88	13.08	12.83	13.26	13.46	13.16	13.10	13.22	13.52	13.46	13.39	-0.07	13.26	13.35	13.43	13.40	0.09
Marlboro	32.00	32.22	32.77	33.68	33.28	33.23	33.41	32.85	33.20	33.38	33.07	33.25	0.18	33.28	33.32	33.24	33.22	-0.22
Red	10.69	10.65	10.87	11.18	11.02	10.98	11.06	10.89	10.97	11.00	10.95	10.98	0.03	11.02	11.02	10.99	10.98	-0.10
Lights NM	14.91	15.16	15.49	15.84	15.76	15.76	15.78	15.48	15.79	15.88	15.63	15.77	0.14	15.76	15.80	15.75	15.77	-0.03
Gold	2.78	2.73	2.74	2.80	2.74	2.74	2.76	2.75	2.74	2.74	2.73	2.75	0.02	2.74	2.74	2.74	2.74	-0.01
Medium	1.95	1.97	1.96	2.09	1.99	1.95	2.01	1.98	1.92	1.96	1.95	1.93	-0.02	1.99	1.98	1.96	1.94	-0.10
Menthol	1.46	1.48	1.48	1.54	1.55	1.57	1.55	1.51	1.55	1.57	1.57	1.57	0.00	1.55	1.55	1.57	1.57	0.03
Other PM Premium	9.14	9.10	8.95	8.92	8.98	9.08	8.99	9.03	9.02	9.07	8.99	9.18	0.19	8.98	9.02	9.04	9.06	0.09
Benson & Hedges	2.48	2.47	2.41	2.43	2.42	2.44	2.43	2.44	2.43	2.42	2.44	2.45	0.01	2.42	2.42	2.43	2.43	0.01
Ment	2.96	2.93	2.92	2.89	2.90	2.91	2.90	2.92	2.91	2.92	2.84	2.98	0.14	2.90	2.91	2.90	2.91	0.01
Virginia Slims	2.96	2.98	2.93	2.88	2.88	2.94	2.89	2.92	2.88	2.93	2.92	2.96	0.04	2.88	2.89	2.91	2.92	0.04
Parliament	0.61	0.60	0.58	0.60	0.65	0.66	0.64	0.62	0.67	0.67	0.65	0.67	0.02	0.65	0.66	0.66	0.66	0.02
Saratoga	0.10	0.10	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.00	0.09	0.09	0.09	0.09	0.00
Cambridge	1.53	1.51	1.39	1.31	1.31	1.31	1.31	1.40	1.31	1.31	1.30	1.31	0.01	1.31	1.31	1.30	1.31	0.00
Alpine	0.29	0.28	0.26	0.26	0.26	0.27	0.26	0.27	0.27	0.28	0.26	0.26	0.00	0.26	0.27	0.27	0.27	0.01
Bristol	0.08	0.09	0.07	0.08	0.08	0.08	0.08	0.08	0.09	0.08	0.08	0.08	0.00	0.08	0.08	0.08	0.08	0.00
Basic	4.53	4.40	4.68	4.75	4.61	4.54	4.64	4.59	4.59	4.61	4.57	4.44	-0.13	4.61	4.61	4.58	4.55	-0.05
PM Private Label	0.84	0.83	0.80	0.76	0.79	0.78	0.78	0.80	0.80	0.79	0.80	0.77	-0.03	0.79	0.79	0.80	0.79	0.00
RJ Reynolds	26.97	26.99	26.79	26.30	26.37	26.40	26.35	26.65	26.39	26.30	26.48	26.43	-0.05	26.37	26.33	26.38	26.40	0.06
RJR Premium-Shr Prem	23.48	23.42	23.32	22.70	22.74	22.80	22.74	23.09	22.76	22.73	22.82	22.84	0.02	22.74	22.71	22.74	22.79	0.08
RJR Discount-Shr Disc	36.17	36.53	36.27	36.31	36.35	36.37	36.35	36.33	36.35	36.23	36.44	36.46	0.02	36.35	36.32	36.39	36.37	0.01
B & W (Intl Amer)	15.43	15.31	15.02	14.77	15.01	15.00	14.93	15.09	14.93	14.91	15.10	14.99	-0.11	15.01	14.98	15.00	14.91	0.01
B & W Premium-Shr Prem	9.65	9.56	9.48	9.27	9.40	9.40	9.36	9.46	9.43	9.36	9.44	9.39	-0.05	9.40	9.39	9.42	9.40	0.05
B & W Discount-Shr Disc	30.67	30.66	30.15	30.04	30.44	30.50	30.31	30.40	30.06	30.32	30.53	30.64	0.11	30.44	30.38	30.38	30.39	-0.12
Lorillard	7.23	7.31	7.31	7.29	7.38	7.35	7.34	7.31	7.39	7.34	7.34	7.38	0.04	7.38	7.37	7.35	7.36	0.00
Lorillard Premium-Shr Prem	9.38	9.44	9.40	9.35	9.49	9.43	9.42	9.41	9.50	9.42	9.46	9.42	-0.04	9.49	9.47	9.45	9.45	0.00
Lorillard Discount-Shr Disc	1.58	1.63	1.62	1.57	1.58	1.60	1.58	1.60	1.58	1.56	1.58	1.67	0.09	1.58	1.57	1.56	1.60	0.02
Liggett	1.66	1.64	1.60	1.57	1.60	1.61	1.59	1.61	1.69	1.60	1.65	1.57	-0.08	1.60	1.60	1.63	1.63	0.06
Liggett Premium-Shr Prem	0.59	0.58	0.56	0.55	0.54	0.54	0.54	0.56	0.53	0.54	0.55	0.53	-0.02	0.54	0.54	0.54	0.54	-0.01
Liggett Discount-Shr Disc	4.48	4.46	4.42	4.38	4.49	4.55	4.47	4.46	4.90	4.55	4.62	4.48	-0.14	4.49	4.54	4.62	4.64	0.25

Note: Individual OPB brands may not sum to total OPB due to rounding and smaller brands not shown.

11/15/96

Source: Nielsen Integrated Database

**TOP 25 BRANDS PERFORMANCE  
ALL OUTLETS COMBINED  
WEEK ENDING 6/15/96**

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	5/25	6/1	6/8	6/15	Diff vs. wk-900	5/25	6/1	6/8	6/15	Diff vs. 4W-900
Marlboro	32.00	32.22	32.77	33.68	33.28	33.23	33.41	32.85	33.20	33.38	33.07	33.25	0.18	33.28	33.32	33.24	33.22	-0.22
Marlboro B&GIF	0.38	0.92	0.51	0.16	0.07	0.04	0.09	0.36	0.06	0.05	0.04	0.04	0.00	0.07	0.06	0.05	0.05	-0.04
Winston	5.79	5.76	5.79	5.58	5.52	5.52	5.54	5.67	5.51	5.46	5.54	5.55	0.01	5.52	5.49	5.50	5.51	-0.03
Winston Select	1.09	1.02	0.98	0.90	0.85	0.85	0.87	0.95	0.83	0.84	0.84	0.88	0.04	0.85	0.85	0.84	0.85	-0.02
Camel	5.05	5.07	5.10	5.08	5.07	5.12	5.09	5.08	5.03	5.10	5.11	5.16	0.05	5.07	5.06	5.08	5.10	0.01
Camel Filters	4.44	4.45	4.49	4.48	4.46	4.52	4.48	4.47	4.42	4.49	4.50	4.56	0.06	4.46	4.45	4.47	4.49	0.01
Camel Non-Filter	0.61	0.62	0.62	0.60	0.61	0.60	0.61	0.61	0.61	0.61	0.60	0.60	0.00	0.61	0.61	0.61	0.61	0.01
GPC	5.02	4.97	4.86	4.81	4.93	4.96	4.90	4.92	4.88	4.86	5.02	4.96	-0.06	4.93	4.92	4.93	4.94	0.01
Doral	4.99	4.91	4.89	4.89	5.02	5.08	4.99	4.96	5.09	5.01	5.18	5.05	-0.13	5.02	5.03	5.07	5.08	0.10
Newport	4.64	4.66	4.72	4.77	4.87	4.88	4.84	4.75	4.87	4.88	4.90	4.90	0.00	4.87	4.87	4.87	4.89	0.04
Basic	4.53	4.40	4.68	4.75	4.61	4.54	4.64	4.59	4.59	4.61	4.57	4.44	-0.13	4.61	4.61	4.58	4.55	-0.05
Basic Box	0.00	0.09	0.26	0.34	0.30	0.30	0.32	0.22	0.29	0.30	0.30	0.30	0.00	0.30	0.30	0.30	0.30	-0.01
Salem	3.72	3.70	3.71	3.63	3.65	3.65	3.64	3.68	3.66	3.69	3.61	3.66	0.05	3.65	3.66	3.65	3.66	0.02
Kool	2.96	2.99	3.00	2.93	2.96	2.99	2.96	2.98	2.97	2.97	3.00	3.00	0.00	2.96	2.97	2.99	2.99	0.04
Virginia Slims	2.96	2.98	2.93	2.88	2.86	2.94	2.89	2.92	2.88	2.93	2.92	2.96	0.04	2.88	2.89	2.91	2.92	0.04
Meir	2.96	2.93	2.92	2.89	2.90	2.91	2.90	2.92	2.91	2.92	2.84	2.98	0.14	2.90	2.91	2.90	2.91	0.01
Benson & Hedges	2.48	2.47	2.41	2.43	2.42	2.44	2.43	2.44	2.43	2.42	2.44	2.45	0.01	2.42	2.42	2.43	2.43	0.01
Cambridge	1.53	1.51	1.39	1.31	1.31	1.31	1.31	1.40	1.31	1.31	1.30	1.31	0.01	1.31	1.31	1.30	1.31	0.00
Carlton	1.41	1.38	1.40	1.38	1.41	1.40	1.40	1.40	1.44	1.40	1.39	1.40	0.01	1.41	1.41	1.41	1.41	0.01
Misty	1.31	1.30	1.30	1.30	1.33	1.33	1.32	1.31	1.31	1.36	1.33	1.30	-0.03	1.33	1.33	1.34	1.32	-0.01
Vantage	1.25	1.25	1.23	1.22	1.23	1.23	1.23	1.23	1.26	1.24	1.22	1.22	0.00	1.23	1.23	1.24	1.23	0.01
Kent	0.99	1.00	0.97	0.83	0.93	0.90	0.93	0.96	0.94	0.92	0.90	0.90	0.00	0.93	0.93	0.92	0.91	-0.02
Pall Mall	0.96	0.96	0.94	0.91	0.93	0.92	0.92	0.94	0.92	0.92	0.92	0.91	-0.01	0.93	0.92	0.92	0.92	0.00
Capri	0.77	0.75	0.74	0.74	0.75	0.74	0.74	0.75	0.75	0.75	0.73	0.75	0.02	0.75	0.75	0.74	0.74	-0.01
Monarch	0.88	0.86	0.84	0.64	0.66	0.65	0.65	0.65	0.67	0.64	0.66	0.65	-0.01	0.66	0.65	0.65	0.65	0.00
Viceroy	0.64	0.63	0.62	0.61	0.62	0.63	0.62	0.62	0.62	0.63	0.64	0.62	-0.02	0.62	0.62	0.63	0.63	0.01
Parliament	0.61	0.60	0.58	0.60	0.65	0.66	0.64	0.62	0.62	0.67	0.65	0.67	0.02	0.65	0.66	0.66	0.66	0.02
Montclair	0.63	0.60	0.57	0.54	0.54	0.54	0.54	0.57	0.53	0.54	0.53	0.54	0.01	0.54	0.54	0.54	0.53	-0.01
Now	0.57	0.59	0.58	0.56	0.57	0.57	0.57	0.57	0.57	0.58	0.55	0.57	0.02	0.57	0.58	0.57	0.57	0.00
True	0.55	0.55	0.55	0.54	0.54	0.54	0.54	0.55	0.54	0.53	0.54	0.55	0.01	0.54	0.54	0.54	0.54	0.00

\*Top 25 is based on All Outlets Combined.

\*Top 25 is based on All Outlets Combined.

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Source: Nielsen Integrated Database

**INTEGRATED DISCOUNT PERFORMANCE  
ALL OUTLETS COMBINED  
WEEK ENDING 6/15/96**

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MID	QTD	YTD	5/25	6/1	6/8	6/15	Diff vs. wk-ago	5/25	6/1	6/8	6/15	Diff vs. 4w-ago
<b>PRIVATE LABEL</b>																		
PM PL	0.84	0.83	0.80	0.76	0.79	0.78	0.78	0.80	0.80	0.79	0.80	0.77	-0.03	0.79	0.79	0.80	0.79	0.00
RJR PL	3.69	3.81	3.66	3.56	3.53	3.42	3.51	3.62	3.47	3.44	3.44	3.38	-0.06	3.53	3.50	3.48	3.43	-0.11
B & W PL (Incl Amer)	0.68	0.69	0.61	0.57	0.57	0.52	0.56	0.61	0.56	0.49	0.55	0.52	-0.03	0.57	0.55	0.54	0.53	-0.04
Liggett PL	1.11	1.11	1.08	1.05	1.09	1.11	1.08	1.09	1.20	1.10	1.14	1.08	-0.06	1.08	1.10	1.13	1.13	0.07
Total PL	6.32	6.44	6.15	5.94	5.99	5.83	5.93	6.12	6.02	5.81	5.91	5.76	-0.15	5.99	5.95	5.94	5.88	-0.08
<b>PL Share of Segment</b>																		
PM PL	13.24	12.88	13.08	12.83	13.26	13.46	13.16	13.10	13.22	13.52	13.46	13.39	-0.07	13.26	13.35	13.43	13.40	0.09
RJR PL	58.38	59.20	59.48	59.90	58.94	58.65	59.22	59.12	57.56	59.13	58.13	58.72	0.59	58.94	58.83	58.56	58.37	-0.97
B & W PL (Incl Amer)	10.77	10.76	9.86	9.55	9.54	8.96	9.38	9.95	9.24	8.45	9.36	9.05	-0.31	9.54	9.27	9.09	9.03	-0.47
Liggett PL	17.61	17.17	17.58	17.72	18.25	19.01	18.27	17.84	19.98	18.99	19.21	18.84	-0.37	18.25	18.58	18.99	19.26	1.41
<b>BRANDED DISCOUNT</b>																		
GPC	5.02	4.97	4.88	4.81	4.93	4.96	4.90	4.92	4.88	4.88	5.02	4.96	-0.06	4.93	4.92	4.93	4.94	0.01
Doral	4.99	4.91	4.89	4.89	5.02	5.08	4.99	4.96	5.09	5.01	5.18	5.05	-0.13	5.02	5.03	5.07	5.06	0.10
Basic	4.53	4.40	4.68	4.75	4.61	4.54	4.64	4.59	4.59	4.61	4.57	4.44	-0.13	4.61	4.61	4.58	4.55	-0.05
Cambridge	1.53	1.51	1.39	1.31	1.31	1.31	1.31	1.40	1.31	1.31	1.30	1.31	0.01	1.31	1.31	1.30	1.31	0.00
Misty	1.31	1.30	1.30	1.30	1.33	1.33	1.32	1.31	1.31	1.36	1.33	1.30	-0.03	1.33	1.33	1.34	1.32	-0.01
Monarch	0.68	0.66	0.64	0.64	0.66	0.65	0.65	0.65	0.67	0.64	0.66	0.65	-0.01	0.66	0.65	0.65	0.65	0.00
Montclair	0.63	0.60	0.57	0.54	0.54	0.54	0.54	0.57	0.53	0.54	0.53	0.54	0.01	0.54	0.54	0.54	0.53	-0.01
Viceroy	0.64	0.63	0.62	0.61	0.62	0.63	0.62	0.62	0.62	0.63	0.64	0.62	-0.02	0.62	0.62	0.63	0.63	0.01
Old Gold	0.43	0.45	0.44	0.42	0.44	0.45	0.44	0.44	0.44	0.43	0.45	0.47	0.02	0.44	0.44	0.44	0.45	0.01
Best Value	0.38	0.37	0.35	0.34	0.32	0.34	0.33	0.35	0.30	0.33	0.33	0.35	0.02	0.32	0.32	0.32	0.33	0.00
Alpine	0.29	0.28	0.26	0.26	0.26	0.27	0.26	0.27	0.27	0.28	0.26	0.26	0.00	0.26	0.27	0.27	0.27	0.01
Raleigh Extra	0.11	0.10	0.10	0.10	0.09	0.10	0.10	0.10	0.09	0.09	0.10	0.10	0.00	0.09	0.09	0.10	0.10	0.01
Century 25	0.09	0.10	0.09	0.09	0.08	0.09	0.09	0.09	0.08	0.09	0.09	0.08	-0.01	0.08	0.08	0.09	0.09	0.01
Bristol	0.08	0.09	0.07	0.08	0.08	0.08	0.08	0.08	0.09	0.08	0.08	0.08	0.00	0.08	0.08	0.08	0.08	0.00
Magna	0.08	0.07	0.06	0.06	0.06	0.06	0.06	0.06	0.07	0.05	0.06	0.06	0.00	0.06	0.06	0.06	0.06	0.00
Pyramid	0.05	0.04	0.03	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.03	-0.01	0.04	0.04	0.04	0.04	0.00
Sterling	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.00	0.03	0.03	0.03	0.03	0.00
Daves	0.03	0.02	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.00	0.03	0.03	0.03	0.03	0.00
All American	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.00	0.02	0.02	0.02	0.02	0.00
Bucks	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.00	0.02	0.02	0.02	0.02	0.00
A/O Branded Discount	0.23	0.24	0.22	0.19	0.21	0.17	0.18	0.22	0.18	0.19	0.19	0.20	0.01	0.21	0.18	0.17	0.19	0.00
Total Branded Discount	21.18	20.82	20.68	20.53	20.70	20.74	20.65	20.77	20.66	20.66	20.84	20.61	-0.33	20.70	20.67	20.71	20.72	0.09
Basic Share Of Discount	16.49	16.14	17.43	17.95	17.28	17.10	17.47	17.07	17.19	17.43	17.03	16.85	-0.18	17.28	17.33	17.20	17.12	-0.19
Total Discount Category	27.50	27.25	26.83	26.47	26.69	26.56	26.57	26.89	26.68	26.47	26.85	26.37	-0.48	26.69	26.62	26.65	26.59	0.00

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Source: Nielsen Integrated Database

**NIELSEN INTEGRATED DATA**  
(All Outlets Combined)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>Lorillard</u>	<u>Liggett</u>
Base December 1995	48.58	27.05	15.35	7.25	1.59
June 15, 1996 (MTD)	<u>49.38</u>	<u>26.40</u>	<u>15.00</u>	<u>7.35</u>	<u>1.61</u>
	<b>0.80</b>	<b>(0.65)</b>	<b>(0.35)</b>	<b>0.10</b>	<b>0.02</b>

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base December 1995	72.80	27.20	21.34	5.86
June 15, 1996 (MTD)	<u>73.44</u>	<u>26.56</u>	<u>20.74</u>	<u>5.83</u>
	<b>0.64</b>	<b>(0.64)</b>	<b>(0.60)</b>	<b>(0.03)</b>

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base December 1995	32.04	9.05	5.94	1.12	5.12
June 15, 1996 (MTD)	<u>33.23</u>	<u>9.08</u>	<u>5.52</u>	<u>0.85</u>	<u>5.12</u>
	<b>1.19</b>	<b>0.03</b>	<b>(0.42)</b>	<b>(0.27)</b>	<b>0.00</b>

<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>
Base December 1995	4.62	2.96	3.78	1.28	0.58
June 15, 1996 (MTD)	<u>4.89</u>	<u>2.99</u>	<u>3.65</u>	<u>1.23</u>	<u>0.57</u>
	<b>0.27</b>	<b>0.03</b>	<b>(0.13)</b>	<b>(0.05)</b>	<b>(0.01)</b>

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base December 1995	4.65	1.47	0.30	5.05	1.31	0.64	0.71	0.37	4.99
June 15, 1996 (MTD)	<u>4.54</u>	<u>1.31</u>	<u>0.27</u>	<u>5.08</u>	<u>1.33</u>	<u>0.54</u>	<u>0.65</u>	<u>0.34</u>	<u>4.96</u>
	<b>(0.11)</b>	<b>(0.16)</b>	<b>(0.03)</b>	<b>0.03</b>	<b>0.02</b>	<b>(0.10)</b>	<b>(0.06)</b>	<b>(0.03)</b>	<b>(0.03)</b>

<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>B &amp; W</u>
Base December 1995	0.86	3.33	1.04	0.63
June 15, 1996 (MTD)	<u>0.78</u>	<u>3.42</u>	<u>1.11</u>	<u>0.52</u>
	<b>(0.08)</b>	<b>0.09</b>	<b>0.07</b>	<b>(0.11)</b>

2061551714

Source: Nielsen Integrated Database

**NIELSEN INTEGRATED DATA**  
(All Outlets Combined)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>Lorillard</u>	<u>Liggett</u>				
Base 4th Quarter 1995	48.05	27.15	15.63	7.33	1.65				
June 15, 1996 (QTD)	<u>49.56</u>	<u>26.35</u>	<u>14.93</u>	<u>7.34</u>	<u>1.59</u>				
	1.51	(0.80)	(0.70)	0.01	(0.06)				
<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>					
Base 4th Quarter 1995	72.41	27.59	21.50	6.09					
June 15, 1996 (QTD)	<u>73.43</u>	<u>26.57</u>	<u>20.65</u>	<u>5.93</u>					
	1.02	(1.02)	(0.85)	(0.16)					
<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>				
Base 4th Quarter 1995	31.59	9.01	5.95	1.18	5.11				
June 15, 1996 (QTD)	<u>33.41</u>	<u>8.99</u>	<u>5.54</u>	<u>0.87</u>	<u>5.09</u>				
	1.82	(0.02)	(0.41)	(0.31)	(0.02)				
<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>				
Base 4th Quarter 1995	4.63	3.00	3.79	1.30	0.58				
June 15, 1996 (QTD)	<u>4.84</u>	<u>2.96</u>	<u>3.64</u>	<u>1.23</u>	<u>0.57</u>				
	0.21	(0.04)	(0.15)	(0.07)	(0.01)				
<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base 4th Quarter 1995	4.57	1.47	0.30	4.97	1.31	0.68	0.74	0.39	5.19
June 15, 1996 (QTD)	<u>4.64</u>	<u>1.31</u>	<u>0.26</u>	<u>4.99</u>	<u>1.32</u>	<u>0.54</u>	<u>0.65</u>	<u>0.33</u>	<u>4.90</u>
	0.07	(0.16)	(0.04)	0.02	0.01	(0.14)	(0.09)	(0.06)	(0.29)
<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>B &amp; W</u>					
Base 4th Quarter 1995	0.92	3.47	1.06	0.64					
June 15, 1996 (QTD)	<u>0.78</u>	<u>3.51</u>	<u>1.08</u>	<u>0.56</u>					
	(0.14)	0.04	0.02	(0.08)					

2061551715

Source: Nielsen Integrated Database

**NIELSEN INTEGRATED DATA**  
(All Outlets Combined)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>Lorillard</u>	<u>Liggett</u>					
Base Full Year 1995	47.31	27.58	16.07	7.14	1.71					
June 15, 1996 (YTD)	49.11	26.65	15.09	7.31	1.61					
	1.80	(0.93)	(0.98)	0.17	(0.10)					
<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>						
Base Full Year 1995	71.28	28.72	22.31	6.42						
June 15, 1996 (YTD)	73.11	26.89	20.77	6.12						
	1.83	(1.83)	(1.54)	(0.30)						
<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>					
Base Full Year 1995	30.69	8.93	5.98	1.17	4.90					
June 15, 1996 (YTD)	32.85	9.03	5.67	0.95	5.08					
	2.16	0.10	(0.31)	(0.22)	0.18					
<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>					
Base Full Year 1995	4.42	3.04	3.83	1.30	0.59					
June 15, 1996 (YTD)	4.75	2.98	3.68	1.23	0.57					
	0.33	(0.06)	(0.15)	(0.07)	(0.02)					
<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>	
Base Full Year 1995	4.53	1.56	0.33	4.98	1.28	0.84	0.97	0.48	5.29	
June 15, 1996 (YTD)	4.59	1.40	0.27	4.96	1.31	0.57	0.65	0.35	4.92	
	0.06	(0.16)	(0.06)	(0.02)	0.03	(0.27)	(0.32)	(0.13)	(0.37)	
<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>B &amp; W</u>						
Base Full Year 1995	1.05	3.63	1.07	0.67						
June 15, 1996 (YTD)	0.80	3.62	1.09	0.61						
	(0.25)	(0.01)	0.02	(0.06)						

9121551902

Source: Nielsen Integrated Database

**INTEGRATED MANUFACTURER PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 6/15/96**

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	5/25	6/1	6/8	6/15	Diff vs. wk-ago	5/25	6/1	6/8	6/15	Diff vs. 4w-ago
Philip Morris	49.50	49.51	50.18	51.02	50.38	50.29	50.57	50.14	50.14	50.52	50.08	50.28	0.20	50.36	50.40	50.25	50.25	-0.33
PM Premium	42.25	42.48	43.00	43.95	43.43	43.49	43.63	43.08	43.22	43.81	43.27	43.59	0.32	43.43	43.48	43.38	43.42	-0.24
PM Discount	7.26	7.05	7.18	7.07	6.93	6.80	6.94	7.06	6.91	6.92	6.80	6.69	-0.11	6.93	6.94	6.87	6.83	-0.08
PM Branded Discount	6.30	6.10	6.28	6.21	6.02	5.90	6.05	6.15	5.99	6.00	5.89	5.81	-0.08	6.02	6.02	5.94	5.92	-0.09
PM Private Label	0.95	0.94	0.90	0.86	0.91	0.90	0.89	0.91	0.93	0.91	0.91	0.88	-0.03	0.91	0.92	0.92	0.91	0.01
PM Assorted Promo	0.52	0.39	0.54	0.41	0.43	0.42	0.42	0.46	0.48	0.47	0.46	0.34	-0.12	0.43	0.45	0.45	0.44	0.04
RJ Reynolds	26.57	26.64	26.32	25.87	26.14	26.20	26.06	26.29	26.21	26.07	26.28	26.26	-0.02	26.14	26.11	26.18	26.21	0.16
RJR Premium	16.19	16.23	16.18	15.86	15.94	16.03	15.93	16.07	15.93	15.94	15.98	16.16	0.18	15.94	15.93	15.94	16.00	0.06
RJR Discount	10.39	10.41	10.14	10.01	10.20	10.18	10.13	10.22	10.28	10.13	10.30	10.09	-0.21	10.20	10.18	10.24	10.20	0.09
RJR Branded Discount	6.00	5.85	5.83	5.83	6.00	6.12	5.97	5.93	6.13	6.00	6.25	6.09	-0.16	6.00	6.01	6.09	6.12	0.19
RJR Private Label	4.39	4.56	4.31	4.19	4.19	4.06	4.15	4.29	4.15	4.12	4.05	4.01	-0.04	4.19	4.17	4.15	4.08	-0.10
RJR Assorted Promo	0.04	0.07	0.06	0.04	0.06	0.07	0.06	0.06	0.09	0.07	0.07	0.07	0.00	0.06	0.07	0.08	0.07	0.02
B & W (Incl American)	14.76	14.59	14.25	13.91	14.13	14.12	14.05	14.30	14.09	14.03	14.19	14.13	-0.06	14.13	14.10	14.14	14.11	0.03
B & W Premium	6.10	6.05	6.05	5.89	5.97	6.03	5.97	6.02	6.04	5.99	6.05	6.04	-0.01	5.97	5.99	6.03	6.03	0.09
B & W Discount	8.66	8.54	8.21	8.01	8.16	8.09	8.09	8.28	8.05	8.04	8.14	8.09	-0.05	8.16	8.12	8.11	8.08	-0.06
B & W Branded Discount	7.82	7.67	7.46	7.32	7.46	7.46	7.41	7.53	7.37	7.45	7.48	7.46	-0.02	7.46	7.45	7.46	7.44	-0.01
B & W Private Label	0.84	0.86	0.75	0.69	0.70	0.63	0.68	0.75	0.68	0.59	0.67	0.63	-0.04	0.70	0.67	0.65	0.64	-0.05
Lorillard	7.40	7.48	7.48	7.49	7.61	7.57	7.56	7.51	7.62	7.55	7.58	7.58	0.00	7.61	7.60	7.57	7.58	0.00
Lorillard Premium	6.96	7.03	7.04	7.08	7.19	7.15	7.14	7.07	7.21	7.15	7.16	7.15	-0.01	7.19	7.18	7.17	7.17	0.01
Lorillard Discount	0.44	0.45	0.44	0.42	0.42	0.42	0.42	0.43	0.41	0.40	0.42	0.44	0.02	0.42	0.41	0.41	0.42	0.00
Liggett	1.62	1.61	1.55	1.51	1.56	1.57	1.55	1.57	1.74	1.58	1.60	1.52	-0.08	1.56	1.58	1.61	1.61	0.10
Liggett Premium	0.23	0.21	0.20	0.20	0.19	0.19	0.20	0.20	0.18	0.20	0.20	0.19	-0.01	0.19	0.19	0.20	0.19	-0.01
Liggett Discount	1.39	1.40	1.35	1.31	1.37	1.37	1.35	1.37	1.55	1.39	1.40	1.33	-0.07	1.37	1.39	1.42	1.42	0.10
Lig Branded Discount	0.05	0.06	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.05	0.06	0.04	-0.02	0.05	0.05	0.06	0.05	0.00
Lig Private Label	1.34	1.34	1.29	1.26	1.31	1.33	1.30	1.31	1.50	1.34	1.35	1.29	-0.06	1.31	1.34	1.37	1.37	0.11
AO Co-International	0.14	0.17	0.21	0.20	0.20	0.25	0.21	0.20	0.22	0.23	0.27	0.23	-0.04	0.20	0.21	0.24	0.24	0.05

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Source: Nielsen Integrated Database

**INTEGRATED NIELSEN PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 6/15/96**

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	5/25	6/1	6/8	6/15	Diff vs. wk-ago	5/25	6/1	6/8	6/15	Diff vs. 4w-ago
Philip Morris	49.50	49.51	50.18	51.02	50.36	50.29	50.57	50.14	50.14	50.52	50.08	50.28	0.20	50.36	50.40	50.25	50.25	-0.33
PM Premium-Shr Prem	58.81	58.87	59.19	60.09	59.58	59.50	59.73	59.34	59.41	59.66	59.39	59.47	0.08	59.58	59.60	59.50	59.48	-0.29
PM Discount-Shr Disc	25.77	25.28	26.25	26.31	25.57	25.27	25.75	25.77	25.37	25.70	25.07	25.05	-0.02	25.57	25.62	25.35	25.29	-0.37
PM Brd Disc-Shr Brd Disc	30.54	30.27	31.23	31.25	30.11	29.49	30.34	30.53	29.94	30.10	29.20	29.19	-0.01	30.11	30.12	29.70	29.60	-0.60
PM PL-Shr PL	12.70	12.23	12.46	12.26	12.82	13.05	12.68	12.56	12.78	13.09	13.12	12.94	-0.18	12.82	12.94	13.04	12.98	0.14
Marlboro	34.22	34.40	35.14	36.19	35.56	35.47	35.75	35.15	35.32	35.62	35.34	35.47	0.13	35.56	35.54	35.43	35.44	-0.38
Red	11.51	11.41	11.76	12.14	11.90	11.83	11.96	11.76	11.81	11.87	11.80	11.83	0.03	11.90	11.90	11.84	11.83	-0.18
Lights NM	15.71	16.01	16.44	16.79	16.65	16.66	16.70	16.37	16.63	16.76	16.56	16.65	0.09	16.65	16.67	16.62	16.65	-0.07
Gold	2.83	2.74	2.75	2.81	2.74	2.73	2.76	2.77	2.75	2.73	2.71	2.75	0.04	2.74	2.73	2.73	2.74	-0.01
Medium	2.18	2.22	2.18	2.36	2.20	2.19	2.24	2.21	2.07	2.14	2.13	2.12	-0.01	2.20	2.17	2.14	2.12	-0.15
Menthol	1.71	1.75	1.73	1.81	1.80	1.85	1.82	1.77	1.79	1.84	1.85	1.84	-0.01	1.80	1.80	1.83	1.83	0.03
Other PM Premium	8.02	8.03	7.83	7.76	7.87	8.01	7.87	7.92	7.91	7.99	7.94	8.12	0.18	7.87	7.92	7.96	7.99	0.14
Benson & Hedges	2.16	2.17	2.07	2.07	2.07	2.09	2.08	2.10	2.07	2.07	2.11	2.09	-0.02	2.07	2.07	2.09	2.09	0.03
Merit	2.80	2.81	2.76	2.71	2.72	2.76	2.73	2.76	2.73	2.74	2.70	2.83	0.13	2.72	2.73	2.74	2.75	0.03
Virginia Slims	2.45	2.45	2.43	2.38	2.40	2.46	2.41	2.43	2.40	2.46	2.44	2.48	0.04	2.40	2.42	2.43	2.45	0.05
Parliament	0.52	0.52	0.49	0.50	0.58	0.60	0.56	0.53	0.61	0.61	0.57	0.60	0.03	0.58	0.60	0.60	0.60	0.04
Saratoga	0.07	0.08	0.07	0.07	0.07	0.07	0.07	0.07	0.06	0.07	0.07	0.07	0.00	0.07	0.06	0.07	0.07	0.00
Cambridge	1.16	1.11	1.00	0.95	0.92	0.89	0.92	1.01	0.92	0.91	0.86	0.91	0.05	0.92	0.92	0.89	0.90	-0.02
Alpine	0.21	0.21	0.20	0.19	0.19	0.21	0.20	0.20	0.20	0.22	0.20	0.20	0.00	0.19	0.20	0.20	0.20	0.01
Bristol	0.08	0.10	0.07	0.07	0.07	0.08	0.08	0.08	0.09	0.08	0.07	0.08	0.01	0.07	0.08	0.08	0.08	0.01
Basic	4.75	4.60	4.92	4.91	4.76	4.64	4.78	4.77	4.69	4.71	4.68	4.54	-0.12	4.76	4.74	4.68	4.65	-0.10
PM Private Label	0.95	0.94	0.90	0.86	0.91	0.90	0.89	0.91	0.93	0.91	0.91	0.88	-0.03	0.91	0.92	0.92	0.91	0.01
RJ Reynolds	26.57	26.64	26.32	25.87	26.14	26.20	26.06	26.29	26.21	26.07	26.28	26.26	-0.02	26.14	26.11	26.18	26.21	0.18
RJR Premium -Shr Prem	22.54	22.50	22.27	21.68	21.87	21.93	21.82	22.13	21.89	21.81	21.93	22.05	0.12	21.87	21.84	21.87	21.92	0.10
RJR Discount -Shr Disc	36.88	37.33	37.07	37.29	37.60	37.81	37.55	37.30	37.73	37.63	37.97	37.81	-0.16	37.60	37.61	37.80	37.79	0.25
B & W (Incl Amer)	14.76	14.59	14.25	13.91	14.13	14.12	14.05	14.30	14.09	14.03	14.19	14.13	-0.06	14.13	14.10	14.14	14.11	0.03
B & W Premium -Shr Prem	8.49	8.39	8.32	8.06	8.19	8.25	8.17	8.29	8.30	8.20	8.30	8.24	-0.06	8.19	8.21	8.27	8.26	0.13
B & W Discount -Shr Disc	30.76	30.62	30.00	29.83	30.09	30.06	29.99	30.23	29.55	29.89	30.00	30.30	0.30	30.09	29.98	29.95	29.93	-0.29
Lorillard	7.40	7.48	7.48	7.49	7.61	7.57	7.56	7.51	7.62	7.55	7.58	7.58	0.00	7.61	7.60	7.57	7.58	0.00
Lorillard Premium -Shr Prem	9.69	9.75	9.70	9.68	9.86	9.79	9.78	9.74	9.91	9.79	9.82	9.75	-0.07	9.86	9.85	9.83	9.82	0.02
Lorillard Discount -Shr Disc	1.56	1.63	1.60	1.55	1.55	1.56	1.56	1.58	1.51	1.49	1.55	1.63	0.08	1.55	1.53	1.51	1.55	-0.01
Liggett	1.82	1.81	1.55	1.51	1.56	1.57	1.55	1.57	1.74	1.58	1.60	1.52	-0.08	1.56	1.58	1.61	1.61	0.10
Liggett Premium -Shr Prem	0.32	0.30	0.28	0.27	0.27	0.27	0.27	0.28	0.25	0.27	0.27	0.26	-0.01	0.27	0.27	0.27	0.26	-0.01
Liggett Discount -Shr Disc	4.94	5.03	4.95	4.90	5.04	5.11	5.01	4.99	5.69	5.16	5.17	4.99	-0.18	5.04	5.13	5.24	5.25	0.37

Note: Individual OPB brands may not sum to total OPB due to rounding and smaller brands not shown.

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Source: Nielsen Integrated Database

**TOP 25 BRANDS PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 6/15/96**

	MONTH ENDINGS					WEEK ENDINGS				4 WEEK ENDINGS				Diff vs. 4w-ago
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MID	QTD	YTD	Diff vs. Wk-ago	5/25	6/1	6/8	6/15	
Marlboro	34.22	34.40	35.14	36.19	35.56	35.47	35.75	35.15		35.32	35.62	35.34	35.47	0.13
Marlboro B&G1F	0.49	1.19	0.64	0.20	0.08	0.06	0.11	0.46		0.08	0.05	0.04	0.05	0.01
Winston	5.42	5.37	5.32	5.20	5.20	5.18	5.20	5.29		5.17	5.07	5.21	5.26	0.05
Winston Select	1.20	1.12	1.03	0.95	0.92	0.93	0.93	1.03		0.89	0.90	0.91	0.97	0.06
Camel	5.78	5.83	5.83	5.75	5.74	5.79	5.76	5.79		5.68	5.75	5.78	5.83	0.05
Camel Filters	5.25	5.30	5.29	5.23	5.21	5.27	5.23	5.26		5.15	5.23	5.25	5.32	0.07
Camel Non-Filter	0.53	0.54	0.54	0.52	0.53	0.52	0.52	0.53		0.53	0.52	0.52	0.51	-0.01
GPC	5.53	5.42	5.27	5.20	5.31	5.30	5.27	5.34		5.25	5.25	5.31	5.33	0.02
Doral	4.80	4.69	4.69	4.69	4.86	4.93	4.82	4.77		4.97	4.85	5.06	4.80	-0.18
Newport	5.29	5.29	5.37	5.44	5.57	5.58	5.53	5.42		5.56	5.56	5.59	5.58	-0.01
Basic	4.75	4.60	4.92	4.91	4.76	4.64	4.78	4.77		4.69	4.71	4.68	4.54	-0.12
Basic Box	0.00	0.13	0.34	0.42	0.37	0.36	0.39	0.27		0.35	0.37	0.35	0.36	0.01
Salem	3.16	3.14	3.16	3.10	3.14	3.18	3.13	3.14		3.15	3.22	3.13	3.19	0.06
Kool	3.13	3.17	3.19	3.06	3.10	3.16	3.11	3.14		3.13	3.12	3.17	3.18	0.01
Virginia Slims	2.45	2.45	2.43	2.38	2.40	2.46	2.41	2.43		2.40	2.46	2.44	2.48	0.04
Ment	2.80	2.81	2.76	2.71	2.72	2.76	2.73	2.76		2.73	2.74	2.70	2.83	0.13
Benson & Hedges	2.16	2.17	2.07	2.07	2.07	2.09	2.08	2.10		2.07	2.07	2.11	2.09	-0.02
Cambridge	1.16	1.11	1.00	0.95	0.92	0.89	0.92	1.01		0.92	0.91	0.86	0.91	0.05
Carlton	1.00	0.97	0.97	0.96	0.99	0.98	0.98	0.98		1.02	0.99	0.99	0.96	-0.03
Misty	1.10	1.07	1.07	1.08	1.11	1.11	1.10	1.09		1.08	1.15	1.11	1.06	-0.05
Vantage	1.05	1.04	1.04	1.04	1.04	1.05	1.04	1.04		1.07	1.07	1.03	1.04	0.01
Kent	0.69	0.71	0.68	0.65	0.66	0.61	0.64	0.67		0.67	0.63	0.60	0.61	0.01
Pall Mall	0.68	0.67	0.66	0.64	0.66	0.65	0.65	0.65		0.67	0.66	0.66	0.64	-0.02
Capri	0.62	0.60	0.60	0.60	0.61	0.61	0.61	0.61		0.61	0.61	0.60	0.62	0.02
Monarch	0.76	0.74	0.74	0.75	0.78	0.77	0.77	0.76		0.80	0.78	0.78	0.77	-0.01
Viceroy	0.50	0.48	0.48	0.47	0.47	0.49	0.47	0.48		0.48	0.48	0.49	0.49	0.00
Parliament	0.52	0.52	0.49	0.50	0.58	0.60	0.56	0.53		0.61	0.61	0.57	0.60	0.03
Montclair	0.57	0.54	0.51	0.47	0.47	0.47	0.47	0.51		0.46	0.47	0.46	0.47	0.01
Now	0.36	0.38	0.37	0.35	0.38	0.38	0.37	0.37		0.38	0.39	0.37	0.38	0.01
True	0.43	0.44	0.45	0.43	0.43	0.44	0.43	0.44		0.44	0.43	0.44	0.44	0.00

\*Top 25 is based on All Outlets Combined.

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Source: Nielsen Integrated Database

**INTEGRATED DISCOUNT PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 6/15/96**

	MONTH ENDINGS					WEEK ENDINGS				4 WEEK ENDINGS				Diff vs. 4w-30Q			
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	5/25	6/1	6/8	6/15	Diff vs. wk-30Q				
PRIVATE LABEL																	
PM PL	0.95	0.94	0.90	0.86	0.91	0.90	0.89	0.91	0.93	0.91	0.91	0.88	-0.03	0.91	0.92	0.91	0.01
RJR PL	4.39	4.56	4.31	4.19	4.19	4.06	4.15	4.29	4.15	4.12	4.05	4.01	-0.04	4.19	4.17	4.15	-0.10
B & W PL (Incl Amer)	0.84	0.85	0.75	0.69	0.70	0.63	0.68	0.75	0.68	0.59	0.67	0.63	-0.04	0.70	0.67	0.65	-0.05
Luggen PL	1.34	1.34	1.29	1.26	1.31	1.33	1.30	1.31	1.50	1.34	1.35	1.29	-0.06	1.31	1.34	1.37	0.11
Total PL	7.52	7.70	7.26	6.99	7.11	6.91	7.02	7.26	7.25	6.96	6.97	6.80	-0.17	7.11	7.09	7.00	-0.04
PL Share of Segment																	
PM PL	12.70	12.23	12.46	12.26	12.82	13.05	12.68	12.56	12.78	13.09	13.12	12.94	-0.18	12.82	12.94	13.04	0.14
RJR PL	58.37	59.15	59.37	59.88	59.92	59.72	59.22	59.10	57.21	59.20	59.08	58.89	0.81	58.92	58.82	59.52	-1.07
B & W PL (Incl Amer)	11.14	11.21	10.35	9.90	9.78	9.10	9.84	10.30	9.37	8.53	9.55	9.20	-0.35	9.78	9.40	9.20	-0.61
Luggen PL	17.79	17.41	17.82	17.96	18.48	19.22	18.49	18.05	20.64	19.26	19.41	18.96	-0.45	18.48	18.87	19.30	1.60
BRANDED DISCOUNT																	
GPC	5.53	5.42	5.27	5.20	5.31	5.30	5.27	5.34	5.25	5.25	5.31	5.33	0.02	5.31	5.30	5.29	-0.02
Doral	4.90	4.68	4.68	4.69	4.86	4.93	4.82	4.77	4.97	4.85	5.06	4.88	-0.18	4.86	4.88	4.94	0.15
Basic	4.75	4.60	4.92	4.91	4.76	4.64	4.78	4.77	4.69	4.71	4.86	4.54	-0.12	4.76	4.74	4.68	-0.10
Cambridge	1.16	1.11	1.00	0.95	0.92	0.89	0.92	1.01	0.92	0.91	0.86	0.91	0.05	0.92	0.92	0.89	-0.02
Misty	1.10	1.07	1.07	1.08	1.11	1.11	1.10	1.09	1.08	1.15	1.11	1.06	-0.05	1.11	1.11	1.12	-0.01
Monarch	0.76	0.74	0.74	0.75	0.78	0.77	0.77	0.76	0.80	0.76	0.78	0.77	-0.01	0.78	0.77	0.77	0.01
Montclair	0.57	0.54	0.51	0.47	0.47	0.47	0.47	0.51	0.46	0.47	0.46	0.47	0.01	0.47	0.47	0.46	0.01
Viceroy	0.50	0.48	0.48	0.47	0.47	0.49	0.47	0.48	0.48	0.48	0.49	0.49	0.00	0.47	0.48	0.48	0.01
Old Gold	0.44	0.46	0.44	0.42	0.44	0.45	0.44	0.44	0.43	0.42	0.45	0.47	0.02	0.44	0.44	0.43	0.00
Best Value	0.24	0.24	0.24	0.23	0.22	0.26	0.23	0.24	0.20	0.24	0.25	0.28	0.03	0.22	0.23	0.23	0.01
Alpine	0.21	0.21	0.20	0.19	0.19	0.21	0.20	0.20	0.20	0.22	0.20	0.20	0.00	0.19	0.20	0.20	0.01
Raleigh Extra	0.09	0.09	0.08	0.09	0.08	0.08	0.08	0.09	0.08	0.07	0.09	0.09	0.00	0.08	0.08	0.08	0.00
Century 25	0.06	0.07	0.06	0.05	0.05	0.06	0.05	0.06	0.05	0.06	0.05	0.05	0.00	0.05	0.05	0.05	0.00
Bristol	0.03	0.10	0.07	0.07	0.07	0.08	0.08	0.08	0.09	0.08	0.07	0.08	0.01	0.07	0.08	0.08	0.01
Magna	0.09	0.08	0.07	0.07	0.07	0.07	0.07	0.08	0.08	0.06	0.07	0.07	0.00	0.07	0.07	0.07	0.00
Pyramid	0.02	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.01	0.00	0.01	0.01	0.01	0.00
Sterling	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.00	0.03	0.03	0.03	0.00
Daves	0.04	0.03	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.00	0.03	0.03	0.03	0.00
All American	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.00	0.02	0.02	0.02	0.00
Bucks	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.02	-0.01	0.02	0.02	0.02	0.00
AO Branded Discount	0.12	0.15	0.13	0.12	0.09	0.08	0.09	0.10	0.10	0.11	0.12	0.09	-0.03	0.09	0.06	0.12	0.04
Total Branded Discount	20.64	20.17	20.09	19.87	20.00	20.00	19.95	20.13	20.00	19.95	20.16	19.90	-0.26	20.00	19.99	20.00	0.09
Basic Share Of Discount	16.87	16.52	17.97	18.28	17.54	17.22	17.71	17.42	17.22	17.51	17.16	16.99	-0.17	17.54	17.53	17.29	-0.40
Total Discount Category	28.16	27.87	27.36	26.86	27.12	26.92	26.97	27.39	27.25	26.91	27.14	26.70	-0.44	27.12	27.07	27.09	0.06

02/1551902

Source: Nielsen Integrated Database

**NIELSEN WEEKLY C-STORE DATA**  
(800 C-Stores)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>Lorillard</u>	<u>Liggett</u>
Base December 1995	49.57	26.71	14.64	7.48	1.47
June 15, 1996 (MTD)	<u>50.29</u>	<u>26.20</u>	<u>14.12</u>	<u>7.57</u>	<u>1.57</u>
	0.72	(0.51)	(0.52)	0.09	0.10

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base December 1995	72.38	27.62	20.66	6.96
June 15, 1996 (MTD)	<u>73.08</u>	<u>26.92</u>	<u>20.00</u>	<u>6.91</u>
	0.70	(0.70)	(0.66)	(0.05)

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base December 1995	34.24	7.96	5.69	1.27	5.90
June 15, 1996 (MTD)	<u>35.47</u>	<u>8.01</u>	<u>5.18</u>	<u>0.93</u>	<u>5.79</u>
	1.23	0.05	(0.51)	(0.34)	(0.11)

<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>
Base December 1995	5.32	3.14	3.23	1.10	0.37
June 15, 1996 (MTD)	<u>5.58</u>	<u>3.16</u>	<u>3.18</u>	<u>1.05</u>	<u>0.38</u>
	0.26	0.02	(0.05)	(0.05)	0.01

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base December 1995	4.87	1.06	0.21	4.78	1.10	0.58	0.81	0.25	5.46
June 15, 1996 (MTD)	<u>4.64</u>	<u>0.89</u>	<u>0.21</u>	<u>4.93</u>	<u>1.11</u>	<u>0.47</u>	<u>0.77</u>	<u>0.26</u>	<u>5.30</u>
	(0.23)	(0.17)	0.00	0.15	0.01	(0.11)	(0.04)	0.01	(0.16)

<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>B &amp; W</u>
Base December 1995	1.01	3.96	1.20	0.78
June 15, 1996 (MTD)	<u>0.90</u>	<u>4.06</u>	<u>1.33</u>	<u>0.63</u>
	(0.11)	0.10	0.13	(0.15)

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**NIELSEN WEEKLY C-STORE DATA**  
(800 C-Stores)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>Lorillard</u>	<u>Liggett</u>
Base 4th Quarter 1995	49.12	26.74	14.92	7.56	1.51
June 15, 1996 (QTD)	<u>50.57</u>	<u>26.06</u>	<u>14.05</u>	<u>7.56</u>	<u>1.55</u>
	<b>1.45</b>	<b>(0.68)</b>	<b>(0.87)</b>	<b>0.00</b>	<b>0.04</b>

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base 4th Quarter 1995	72.05	27.95	20.78	7.18
June 15, 1996 (QTD)	<u>73.03</u>	<u>26.97</u>	<u>19.95</u>	<u>7.02</u>
	<b>0.98</b>	<b>(0.98)</b>	<b>(0.83)</b>	<b>(0.16)</b>

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base 4th Quarter 1995	33.83	7.98	5.66	1.35	5.86
June 15, 1996 (QTD)	<u>35.75</u>	<u>7.87</u>	<u>5.20</u>	<u>0.93</u>	<u>5.76</u>
	<b>1.92</b>	<b>(0.11)</b>	<b>(0.46)</b>	<b>(0.42)</b>	<b>(0.10)</b>

<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>
Base 4th Quarter 1995	5.34	3.17	3.25	1.10	0.38
June 15, 1996 (QTD)	<u>5.53</u>	<u>3.11</u>	<u>3.13</u>	<u>1.04</u>	<u>0.37</u>
	<b>0.19</b>	<b>(0.06)</b>	<b>(0.12)</b>	<b>(0.06)</b>	<b>(0.01)</b>

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base 4th Quarter 1995	4.73	1.06	0.22	4.70	1.10	0.61	0.84	0.26	5.67
June 15, 1996 (QTD)	<u>4.78</u>	<u>0.92</u>	<u>0.20</u>	<u>4.82</u>	<u>1.10</u>	<u>0.47</u>	<u>0.77</u>	<u>0.23</u>	<u>5.27</u>
	<b>0.05</b>	<b>(0.14)</b>	<b>(0.02)</b>	<b>0.12</b>	<b>0.00</b>	<b>(0.14)</b>	<b>(0.07)</b>	<b>(0.03)</b>	<b>(0.40)</b>

<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>B &amp; W</u>
Base 4th Quarter 1995	1.08	4.08	1.21	0.80
June 15, 1996 (QTD)	<u>0.89</u>	<u>4.15</u>	<u>1.30</u>	<u>0.68</u>
	<b>(0.19)</b>	<b>0.07</b>	<b>0.09</b>	<b>(0.12)</b>

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**NIELSEN WEEKLY C-STORE DATA**  
(800 C-Stores)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>Lorillard</u>	<u>Liggett</u>				
Base Full Year 1995	48.56	27.02	15.51	7.31	1.48				
June 15, 1996 (YTD)	<u>50.14</u>	<u>26.29</u>	<u>14.30</u>	<u>7.51</u>	<u>1.57</u>				
	1.58	(0.73)	(1.21)	0.20	0.09				
<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>					
Base Full Year 1995	70.78	29.22	21.76	7.47					
June 15, 1996 (YTD)	<u>72.61</u>	<u>27.39</u>	<u>20.13</u>	<u>7.26</u>					
	1.83	(1.83)	(1.63)	(0.21)					
<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>				
Base Full Year 1995	33.17	7.87	5.61	1.30	5.55				
June 15, 1996 (YTD)	<u>35.15</u>	<u>7.92</u>	<u>5.29</u>	<u>1.03</u>	<u>5.79</u>				
	1.98	0.05	(0.32)	(0.27)	0.24				
<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>				
Base Full Year 1995	5.08	3.18	3.30	1.10	0.37				
June 15, 1996 (YTD)	<u>5.42</u>	<u>3.14</u>	<u>3.14</u>	<u>1.04</u>	<u>0.37</u>				
	0.34	(0.04)	(0.16)	(0.06)	0.00				
<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base Full Year 1995	4.70	1.11	0.24	4.72	1.10	0.82	1.17	0.33	5.89
June 15, 1996 (YTD)	<u>4.77</u>	<u>1.01</u>	<u>0.20</u>	<u>4.77</u>	<u>1.09</u>	<u>0.51</u>	<u>0.76</u>	<u>0.24</u>	<u>5.34</u>
	0.07	(0.10)	(0.04)	0.05	(0.01)	(0.31)	(0.41)	(0.09)	(0.55)
<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>B &amp; W</u>					
Base Full Year 1995	1.23	4.22	1.17	0.85					
June 15, 1996 (YTD)	<u>0.91</u>	<u>4.29</u>	<u>1.31</u>	<u>0.75</u>					
	(0.32)	0.07	0.14	(0.10)					

2061551722

Source: Nielsen Integrated Database

**NIELSEN WEEKLY 800 C-STORE REPORT**  
**% STORES WITH A PROMOTION**

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				TOTAL MONEY OFF				OTHER			
	5/25	6/1	6/8	6/15	5/25	6/1	6/8	6/15	5/25	6/1	6/8	6/15	5/25	6/1	6/8	6/15	5/25	6/1	6/8	6/15
Philip Morris					28	27	28	24	16	15	15	12					41	40	38	40
PM Premium					16	16	16	14	6	5	4	4					41	40	38	40
PM Discount					17	16	17	15	12	12	11	9								
PM Brd Disc					5	5	5	4	3	3	3	2								
PM PL					0	0	0	0	0	0	0	0								
Marlboro	31	31	27	30	7	8	7	5	4	3	2	2	17	18	17	18	40	39	37	39
Benson & Hedges	11	10	16	23	0	0	0	0	0	0	0	0	9	8	15	21	2	2	2	1
Merit	13	13	21	25	3	3	3	2	1	1	1	1	9	9	18	22				
Virginia Slims	16	19	24	27	6	7	8	8	2	2	2	2	9	11	17	22	3	3	3	2
Parliament	6	7	10	11	2	3	3	3	0	0	0	0	3	4	6	7				
Saratoga	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Cambridge	9	9	10	10	3	3	3	3	3	4	3	3	2	3	5	4				
Alpine	0	0	0	0	2	2	2	2	0	0	0	0	0	0	0	0				
Bristol	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Basic	30	30	30	27	16	14	15	13	9	9	9	7	11	11	12	11	0	0	0	1
PM Private Label	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
RJ Reynolds					23	22	24	25	30	26	23	20					21	21	23	24
RJR Premium					5	5	8	14	27	23	21	17					17	18	20	21
RJR Discount					19	18	19	16	8	8	6	6					5	5	5	4
B & W (incl. American)					3	4	3	6	2	2	2	2								
B & W Premium					3	4	3	5	0	0	0	0								
B & W Discount					0	0	0	1	2	2	2	2								
Lonllard					3	2	2	2	1	1	1	1					1	1	1	1
Lonllard Premium					2	2	2	2	1	1	1	1					1	1	1	1
Lonllard Discount					1	0	0	0	0	0	0	0								
Liggett					0	0	0	0	0	0	0	0								
Liggett Premium					0	0	0	0	0	0	0	0								
Liggett Discount					0	0	0	0	0	0	0	0								

**NOTE:**

Total Any Promo and Total Money Off are calculated from the Nielsen Store Level Database (unprojected).

Total Money Off includes: Visible Money Off (Buy Down Stickers, Buy Down Signage and IRCs) and Non-visible Money Off.

Other includes: Refunds, Sweepstakes and Mail-ins.

Total (Any Promo) includes: Free Goods, Incentives, Total Money Off, Temporary Displays and Features (Does not include Other).

2061551724

Source: Nielsen.

**NIELSEN WEEKLY 800 C-STORE REPORT**  
**% STORES WITH A PROMOTION**

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				TOTAL MONEY OFF				OTHER			
	5/25	6/1	6/8	6/15	5/25	6/1	6/8	6/15	5/25	6/1	6/8	6/15	5/25	6/1	6/8	6/15	5/25	6/1	6/8	6/15
Marlboro	31	31	27	30	7	8	7	5	4	3	2	2	17	18	17	18	40	39	37	39
Winston	42	40	41	42	0	1	2	4	6	5	6	7	36	36	37	38	1	1	1	1
Camel	48	45	45	44	1	1	4	8	18	14	13	9	38	37	38	38	17	18	19	20
GPC	39	41	40	40	0	0	0	0	0	1	1	1	38	40	39	39				
Doral	48	47	47	50	19	18	18	16	8	8	6	6	41	40	42	44	5	5	5	4
Newport	30	28	27	26	0	0	0	0	1	1	1	1	28	26	25	24				
Basic	30	30	30	27	16	14	15	13	9	9	9	7	11	11	12	11	0	0	0	1
Salem	18	17	19	19	0	0	0	0	1	0	0	0	17	16	18	18				
Kool	31	31	28	31	2	3	3	5	0	0	0	0	29	28	27	28				
Virginia Slims	16	19	24	27	6	7	8	8	2	2	2	2	9	11	17	22	3	3	3	2
Ment	13	13	21	25	3	3	3	2	1	1	1	1	9	9	18	22				
Benson & Hedges	11	10	16	23	0	0	0	0	0	0	0	0	9	8	15	21	2	2	2	1
Cambridge	9	9	10	10	3	3	3	3	3	4	3	3	2	3	5	4				
Carlton	22	22	20	21	1	1	0	0	0	0	0	0	21	21	19	19				
Misty	26	25	24	25	0	0	0	0	2	1	1	2	24	23	23	24				
Vantage	9	9	9	8	0	0	0	0	0	0	0	0	9	9	8	7				
Kent	7	7	8	7	0	0	0	0	0	0	0	0	7	7	8	7				
Pall Mall	4	5	5	4	0	0	0	0	0	0	0	0	4	5	5	4				
Capri	10	9	8	7	0	0	0	0	0	0	0	0	9	9	8	7				
Monarch	10	10	11	11	0	0	0	0	0	0	0	0	10	9	10	11				
Viceroy	4	4	4	3	0	0	0	0	0	0	0	0	4	4	4	2				
Parliament	6	7	10	11	2	3	3	3	0	0	0	0	3	4	6	7				
Montclair	7	8	8	8	0	0	0	0	0	0	0	0	7	7	8	8				
Now	3	2	3	2	0	0	0	0	0	0	0	0	3	2	3	2				
True																				
More	5	5	5	4	0	0	0	0	0	0	0	0	5	5	5	4				

**NOTE:**

Total Any Promo and Total Money Off are calculated from the Nielsen Store Level Database (unprojected).

Total Money Off includes: Visible Money Off (Buy Down Stickers, Buy Down Signage and IRCs) and Non-visible Money Off.

Other includes: Refunds, Sweepstakes and Mail-ins.

Total (Any Promo) includes: Free Goods, Incentives, Total Money Off, Temporary Displays and Features (Does not include Other).

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5261551725

Source: Nielsen.

**NIELSEN WEEKLY 800 C-STORE REPORT**  
**% STORES WITH A PROMOTION**

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				TOTAL MONEY OFF				OTHER			
	5/25	6/1	6/8	6/15	5/25	6/1	6/8	6/15	5/25	6/1	6/8	6/15	5/25	6/1	6/8	6/15	5/25	6/1	6/8	6/15
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
RJR PL	5	5	6	5	0	0	0	0	0	0	0	0	4	5	5	4				
B & W PL(Incl. Amer)	1	1	2	1	0	0	0	0	0	0	0	0	1	1	1	1				
Liggett PL	2	2	2	1	0	0	0	0	0	0	0	0	1	1	1	1				
Total PL					0	0	0	0	0	0	0	0								
GPC	39	41	40	40	0	0	0	0	0	1	1	1	38	40	39	39				
Doral	48	47	47	50	19	18	18	16	8	8	8	6	41	40	42	44	5	5	5	4
Basic	30	30	30	27	16	14	15	13	9	9	9	7	11	11	12	11	0	0	0	1
Cambridge	9	9	10	10	3	3	3	3	3	4	3	3	2	3	5	4				
Misty	26	25	24	25	0	0	0	0	2	1	1	2	24	23	23	24				
Monarch	10	10	11	11	0	0	0	0	0	0	0	0	10	9	10	11				
Montclair	7	8	8	8	0	0	0	0	0	0	0	0	7	7	8	8				
Viceroy	4	4	4	3	0	0	0	0	0	0	0	0	4	4	4	2				
Old Gold	16	17	16	18	1	0	0	0	0	0	0	0	16	16	17	17				
Best Value	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1				
Alpine	0	0	0	0	2	2	2	2	0	0	0	0	0	0	0	0				
Raleigh Extra	1	1	1	2	0	0	0	0	0	0	0	0	1	1	0	1				
Century 25					0	0	0	0	0	0	0	0								
Bristol	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Magna	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Pyramid	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Sterling	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Daves	0	0	1	1	0	0	0	0	0	0	0	1	0	0	0	0				
All American					0	0	0	0	0	0	0	0								
Bucks					0	0	0	0	0	0	0	0	0	0	0	0				
Total Branded Discount					22	22	22	19	12	12	10	9					6	5	6	5
Total Discount Category					32	30	31	28	20	19	18	15					6	5	6	5

**NOTE:**

Total Any Promo and Total Money Off are calculated from the Nielsen Store Level Database (unprojected).

Total Money Off includes: Visible Money Off (Buy Down Stickers, Buy Down Signage and IRCs) and Non-visible Money Off.

Other includes: Refunds, Sweepstakes and Mail-ins.

Total (Any Promo) includes: Free Goods, Incentives, Total Money Off, Temporary Displays and Features (Does not include Other).

2061551726

Source: Nielsen.

**INTEGRATED MANUFACTURER PERFORMANCE  
SUPERMARKETS  
WEEK ENDING 6/15/96**

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MID	QTD	YTD	5/25	6/1	6/8	6/15	Diff vs. wk-ago	5/25	6/1	6/8	6/15	Diff vs. 4w-ago
Philip Morris	43.91	43.64	43.59	43.83	44.15	44.21	44.05	43.86	44.49	44.46	43.95	44.22	0.27	44.15	44.29	44.31	44.28	0.23
PM Premium	36.53	36.47	36.47	36.78	37.11	37.09	36.99	36.71	37.41	37.37	36.78	37.12	0.34	37.11	37.24	37.22	37.17	0.14
PM Discount	7.38	7.17	7.12	7.05	7.04	7.12	7.06	7.15	7.08	7.09	7.17	7.10	-0.07	7.04	7.04	7.09	7.11	0.09
PM Branded Discount	6.94	6.73	6.72	6.66	6.67	6.77	6.69	6.75	6.72	6.73	6.82	6.75	-0.07	6.67	6.68	6.73	6.76	0.12
PM Private Label	0.44	0.44	0.40	0.38	0.37	0.35	0.37	0.40	0.36	0.35	0.35	0.34	-0.01	0.37	0.36	0.36	0.35	-0.03
PM Assorted Promo	0.12	0.12	0.16	0.12	0.11	0.13	0.12	0.13	0.13	0.16	0.13	0.11	-0.02	0.11	0.12	0.13	0.13	0.02
RJ Reynolds	29.58	29.85	30.04	29.63	29.14	29.22	29.33	29.61	28.99	29.20	29.28	29.19	-0.09	29.14	29.11	29.12	29.16	-0.10
RJR Premium	19.34	19.45	19.91	19.63	19.24	19.36	19.41	19.51	19.28	19.46	19.31	19.29	-0.02	19.24	19.29	19.31	19.34	0.03
RJR Discount	10.24	10.40	10.13	10.00	9.90	9.87	9.92	10.10	9.71	9.73	9.96	9.90	-0.06	9.90	9.82	9.81	9.83	-0.12
RJR Branded Discount	7.27	7.33	7.11	7.11	7.16	7.22	7.16	7.20	7.10	7.14	7.27	7.26	-0.01	7.16	7.13	7.16	7.19	0.03
RJR Private Label	2.96	3.08	3.01	2.89	2.74	2.64	2.77	2.90	2.61	2.59	2.89	2.64	-0.05	2.74	2.69	2.65	2.63	-0.16
RJR Assorted Promo	0.21	0.22	0.21	0.23	0.19	0.20	0.21	0.22	0.20	0.20	0.19	0.20	0.01	0.19	0.19	0.20	0.20	0.00
B & W (Incl American)	17.29	17.24	17.10	17.28	17.39	17.31	17.33	17.26	17.26	17.14	17.49	17.31	-0.18	17.39	17.32	17.32	17.30	-0.09
B & W Premium	8.78	8.71	8.79	8.91	8.86	8.77	8.85	8.81	8.80	8.80	8.71	8.80	0.09	8.86	8.83	8.80	8.78	-0.09
B & W Discount	8.51	8.52	8.31	8.37	8.53	8.55	8.48	8.45	8.46	8.34	8.78	8.50	-0.28	8.53	8.48	8.52	8.53	0.01
B & W Branded Discount	7.95	7.96	7.81	7.90	8.12	8.17	8.06	7.97	8.06	7.97	8.40	8.13	-0.27	8.12	8.08	8.12	8.14	0.04
B & W Private Label	0.57	0.57	0.50	0.46	0.41	0.38	0.42	0.48	0.40	0.37	0.39	0.37	-0.02	0.41	0.40	0.39	0.38	-0.04
Lorillard	6.68	6.78	6.80	6.76	6.80	6.74	6.77	6.76	6.80	6.75	6.68	6.80	0.12	6.80	6.79	6.76	6.76	-0.02
Lorillard Premium	6.14	6.22	6.25	6.22	6.25	6.20	6.23	6.22	6.25	6.20	6.14	6.24	0.10	6.25	6.24	6.21	6.21	-0.02
Lorillard Discount	0.54	0.56	0.55	0.53	0.55	0.55	0.54	0.55	0.56	0.54	0.54	0.56	0.02	0.55	0.55	0.55	0.55	0.01
Liggett	2.13	2.08	2.10	2.11	2.10	2.09	2.10	2.11	2.04	2.05	2.15	2.07	-0.08	2.10	2.08	2.06	2.08	-0.03
Liggett Premium	0.89	0.91	0.91	0.93	0.91	0.90	0.91	0.91	0.91	0.90	0.91	0.89	-0.02	0.91	0.91	0.91	0.90	-0.01
Liggett Discount	1.24	1.18	1.18	1.18	1.19	1.19	1.19	1.20	1.13	1.14	1.24	1.18	-0.06	1.19	1.17	1.17	1.18	-0.02
Lig Branded Discount	0.21	0.17	0.16	0.17	0.18	0.16	0.17	0.18	0.16	0.17	0.17	0.15	-0.02	0.18	0.18	0.17	0.16	-0.03
Lig Private Label	1.03	1.01	1.02	1.01	1.01	1.03	1.02	1.02	0.97	0.98	1.08	1.03	-0.05	1.01	1.00	1.01	1.02	0.00
AO Co-International	0.40	0.41	0.37	0.40	0.42	0.42	0.41	0.41	0.42	0.41	0.45	0.41	-0.04	0.42	0.42	0.42	0.42	0.01

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Source: Nielsen Integrated Database

INTEGRATED NIELSEN PERFORMANCE  
SUPERMARKETS  
WEEK ENDING 6/5/96

	MONTH ENDINGS										WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MID	QTD	YTD	5/25	6/1	6/8	6/15	Diff vs. wk-399	5/25	6/1	6/8	6/15	Diff vs. 4w-399		
Philip Morris	43.91	43.64	43.59	43.83	44.15	44.21	44.05	43.86	44.49	44.46	43.95	44.22	0.27	44.15	44.29	44.31	44.28	0.23		
PM Premium-Shr Prem	50.87	50.73	50.34	50.67	51.20	51.19	51.01	50.79	51.42	51.29	51.08	51.22	0.14	51.20	51.27	51.28	51.25	0.15		
PM Discount-Shr Disc	26.18	25.51	25.84	25.70	25.58	25.83	25.69	25.77	25.99	26.11	25.61	25.78	0.17	25.58	25.74	25.86	25.87	0.38		
PM Bnd Disc-Shr Bnd Disc	29.92	29.26	29.71	29.39	29.02	29.23	29.21	29.44	29.35	29.47	29.02	29.20	0.18	29.02	29.15	29.26	29.26	0.30		
PM PL-Shr PL	8.78	8.56	8.10	8.06	8.17	7.92	8.06	8.28	8.28	8.21	7.79	7.78	-0.01	8.17	8.17	8.09	8.01	-0.16		
Marlboro	25.75	25.86	25.84	26.01	26.51	26.56	26.34	26.05	26.79	26.81	26.33	26.55	0.22	26.51	26.64	26.65	26.62	0.25		
Red	8.59	8.59	8.58	8.57	8.74	8.75	8.68	8.63	8.80	8.81	8.73	8.72	-0.01	8.74	8.77	8.78	8.76	0.06		
Lights NM	12.31	12.40	12.41	12.56	12.78	12.80	12.71	12.52	12.95	12.96	12.65	12.79	0.14	12.78	12.87	12.88	12.84	0.11		
Gold	2.40	2.42	2.39	2.41	2.42	2.45	2.43	2.41	2.43	2.44	2.43	2.47	0.04	2.42	2.43	2.44	2.44	0.02		
Medium	1.41	1.39	1.39	1.40	1.45	1.45	1.43	1.41	1.47	1.45	1.44	1.45	0.01	1.45	1.45	1.45	1.45	0.01		
Menthol	0.89	0.91	0.91	0.91	0.95	0.95	0.93	0.92	0.98	0.97	0.92	0.96	0.04	0.95	0.96	0.95	0.95	0.03		
Other PM Premium	10.77	10.60	10.61	10.77	10.81	10.53	10.65	10.66	10.62	10.57	10.45	10.57	0.12	10.61	10.60	10.57	10.55	-0.11		
Benson & Hedges	2.88	2.80	2.82	2.80	2.85	2.82	2.86	2.84	2.84	2.84	2.80	2.81	0.01	2.85	2.85	2.84	2.82	-0.06		
Mentol	3.24	3.15	3.21	3.26	3.20	3.15	3.21	3.21	3.20	3.20	3.06	3.19	0.13	3.20	3.20	3.16	3.16	-0.05		
Virginia Slims	3.72	3.74	3.65	3.66	3.61	3.63	3.63	3.67	3.63	3.59	3.65	3.64	-0.01	3.61	3.60	3.62	3.63	0.01		
Parliament	0.72	0.70	0.72	0.72	0.72	0.72	0.72	0.71	0.73	0.71	0.72	0.72	0.00	0.72	0.72	0.72	0.72	0.01		
Savatoga	0.16	0.16	0.16	0.16	0.16	0.16	0.16	0.16	0.16	0.16	0.16	0.15	-0.01	0.16	0.16	0.16	0.16	0.00		
Cambridge	2.22	2.21	2.09	1.95	1.97	1.99	1.97	2.07	1.95	1.95	2.01	2.00	-0.01	1.97	1.96	1.97	1.98	0.01		
Alpena	0.45	0.43	0.42	0.41	0.42	0.41	0.41	0.42	0.42	0.39	0.42	0.41	-0.01	0.42	0.41	0.41	0.41	0.00		
Bristol	0.11	0.11	0.11	0.13	0.13	0.12	0.13	0.12	0.13	0.13	0.12	0.12	0.00	0.13	0.13	0.13	0.12	-0.01		
Basic	4.04	3.86	3.98	4.04	4.03	4.13	4.06	4.01	4.10	4.14	4.13	4.10	-0.03	4.03	4.06	4.10	4.12	0.11		
PM Private Label	0.44	0.44	0.40	0.38	0.37	0.35	0.37	0.40	0.36	0.35	0.35	0.34	-0.01	0.37	0.36	0.36	0.35	-0.03		
BU Reynolds	29.58	29.85	30.04	29.63	29.14	29.22	29.33	29.61	28.99	29.20	29.28	29.19	-0.09	29.14	29.11	29.12	29.16	-0.10		
BUJ Premium - Shr Prem	26.94	27.06	27.48	27.04	26.54	26.71	26.77	26.99	26.49	26.71	26.82	26.61	-0.21	26.54	26.55	26.61	26.66	0.02		
BUJ Discount - Shr Disc	36.30	37.02	36.75	36.47	35.99	35.81	35.11	36.43	35.65	35.87	35.60	35.98	0.38	35.99	35.90	35.77	35.77	-0.38		
B & W (incl American)	17.29	17.24	17.10	17.28	17.39	17.31	17.33	17.26	17.26	17.14	17.49	17.31	-0.18	17.39	17.32	17.32	17.30	-0.09		
B & W Premium - Shr Prem	12.23	12.12	12.13	12.27	12.22	12.10	12.21	12.18	12.09	12.07	12.09	12.15	0.06	12.22	12.16	12.12	12.10	-0.14		
B & W Discount - Shr Disc	30.19	30.33	30.16	30.53	31.01	31.02	30.84	30.49	31.08	30.75	31.40	30.90	-0.50	31.01	31.00	31.06	31.03	0.09		
Lorillard	6.68	6.78	6.80	6.76	6.80	6.74	6.77	6.76	6.80	6.75	6.68	6.80	0.12	6.80	6.79	6.76	6.76	-0.02		
Lorillard Premium - Shr Prem	8.56	8.65	8.62	8.57	8.62	8.55	8.58	8.60	8.59	8.51	8.53	8.61	0.08	8.62	8.59	8.56	8.56	-0.04		
Lorillard Discount - Shr Disc	1.90	1.99	2.01	1.95	2.00	1.99	1.98	1.97	2.04	2.00	1.93	2.04	0.11	2.00	2.00	2.00	2.00	0.02		
Liggett	2.13	2.08	2.10	2.11	2.10	2.09	2.10	2.11	2.04	2.05	2.15	2.07	-0.08	2.10	2.08	2.08	2.08	-0.03		
Liggett Premium - Shr Prem	1.24	1.26	1.26	1.28	1.26	1.24	1.26	1.26	1.25	1.24	1.27	1.22	-0.05	1.26	1.25	1.25	1.25	0.00		
Liggett Discount - Shr Disc	4.40	4.19	4.30	4.30	4.34	4.32	4.32	4.32	4.15	4.22	4.44	4.30	-0.14	4.34	4.28	4.27	4.28	-0.08		
Note: Individual OPB brands may not sum to total OPB due to rounding and smaller brands not shown																				

**TOP 25 BRANDS PERFORMANCE  
SUPERMARKETS  
WEEK ENDING 6/15/96**

	MONTH ENDINGS					WEEK ENDINGS					4 WEEK ENDINGS					Diff vs. 4W-ago
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MID	QTD	YTD	5/25	6/1	6/8	6/15	6/22	6/29	7/6	
Marlboro	25.75	25.86	25.84	26.01	26.51	26.56	26.34	26.05	26.79	26.81	26.33	26.55	26.51	26.64	26.65	0.25
Marlboro B&G1F	0.19	0.34	0.20	0.08	0.05	0.03	0.05	0.15	0.04	0.04	0.03	0.02	0.05	0.04	0.04	-0.02
Winston	6.83	6.90	7.18	6.81	6.80	6.73	6.71	6.86	6.64	6.79	6.73	6.68	6.60	6.64	6.67	0.09
Winston Select	0.99	0.95	1.01	0.91	0.84	0.84	0.87	0.93	0.83	0.85	0.84	0.84	0.84	0.84	0.84	-0.01
Camel	3.97	4.04	4.07	4.14	4.07	4.18	4.13	4.07	4.08	4.21	4.16	4.18	4.07	4.11	4.14	0.07
Camel Filters	3.18	3.22	3.26	3.33	3.28	3.37	3.32	3.27	3.28	3.40	3.35	3.37	3.28	3.31	3.33	0.06
Camel Non-Filter	0.78	0.82	0.82	0.81	0.80	0.81	0.80	0.81	0.79	0.81	0.81	0.81	0.80	0.80	0.80	0.01
GPC	4.20	4.26	4.22	4.23	4.41	4.50	4.37	4.29	4.39	4.31	4.73	4.46	4.41	4.39	4.45	0.09
Doral	5.63	5.70	5.65	5.65	5.77	5.88	5.76	5.70	5.74	5.80	5.93	5.91	5.77	5.77	5.81	0.10
Newport	2.88	2.94	2.95	2.92	2.99	3.01	2.97	2.95	3.01	3.04	2.97	3.03	2.99	3.00	3.00	0.05
Basic	4.04	3.86	3.98	4.04	4.03	4.13	4.06	4.01	4.10	4.14	4.13	4.10	4.03	4.06	4.10	0.11
Basic Box	0.00	0.02	0.08	0.13	0.14	0.15	0.14	0.08	0.15	0.15	0.15	0.15	0.14	0.14	0.15	0.02
Salem	4.74	4.69	4.81	4.77	4.74	4.67	4.73	4.74	4.74	4.68	4.67	4.67	4.74	4.73	4.71	-0.06
Kool	2.61	2.61	2.60	2.67	2.66	2.65	2.66	2.64	2.65	2.67	2.63	2.65	2.68	2.66	2.66	-0.02
Virginia Slims	3.72	3.74	3.65	3.66	3.61	3.63	3.63	3.67	3.63	3.59	3.65	3.64	3.61	3.60	3.62	0.01
Merit	3.24	3.15	3.21	3.26	3.20	3.15	3.21	3.21	3.20	3.20	3.06	3.19	3.20	3.20	3.16	-0.05
Benson & Hedges	2.88	2.80	2.82	2.90	2.85	2.82	2.86	2.84	2.84	2.84	2.80	2.81	2.85	2.85	2.84	-0.06
Cambridge	2.22	2.21	2.09	1.95	1.97	1.99	1.97	2.07	1.95	1.95	2.01	2.00	1.97	1.96	1.97	0.01
Carlton	2.22	2.21	2.30	2.31	2.29	2.26	2.29	2.27	2.31	2.27	2.24	2.28	2.29	2.29	2.28	0.00
Misty	1.75	1.72	1.70	1.73	1.75	1.75	1.74	1.73	1.75	1.74	1.75	1.75	1.75	1.75	1.75	0.00
Vantage	1.77	1.77	1.75	1.78	1.77	1.74	1.77	1.76	1.77	1.75	1.74	1.73	1.77	1.76	1.76	-0.03
Kent	1.58	1.57	1.57	1.57	1.55	1.52	1.55	1.56	1.53	1.51	1.52	1.53	1.55	1.54	1.53	-0.04
Pall Mall	1.47	1.48	1.47	1.47	1.46	1.43	1.46	1.46	1.41	1.42	1.44	1.44	1.46	1.44	1.44	-0.04
Capri	1.05	1.00	1.00	1.01	1.01	0.99	1.00	1.01	1.00	1.01	0.97	1.00	1.01	1.01	1.00	-0.02
Monarch	0.62	0.59	0.51	0.49	0.49	0.48	0.49	0.53	0.49	0.48	0.49	0.49	0.49	0.49	0.48	0.00
Victory	0.93	0.93	0.92	0.93	0.95	0.93	0.94	0.93	0.93	0.93	0.94	0.92	0.95	0.94	0.93	-0.02
Parliament	0.72	0.70	0.72	0.72	0.72	0.72	0.72	0.71	0.73	0.71	0.72	0.72	0.72	0.72	0.72	0.01
Montclair	0.84	0.82	0.77	0.80	0.81	0.78	0.80	0.80	0.79	0.79	0.76	0.79	0.81	0.80	0.79	-0.03
Now	0.99	0.99	1.02	1.03	1.00	0.98	1.00	1.00	1.00	0.99	0.97	0.98	1.00	1.00	0.99	-0.03
True	0.81	0.81	0.81	0.83	0.82	0.80	0.82	0.81	0.83	0.79	0.80	0.80	0.82	0.81	0.81	-0.02

\* Top 25 is Based on All Outlets Combined.

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Source: Nielsen Integrated Database

**INTEGRATED DISCOUNT PERFORMANCE  
SUPERMARKETS  
WEEK ENDING 6/15/96**

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MID	QTD	YTD	5/25	6/1	6/8	6/15	Diff vs. wk-399	5/25	6/1	6/8	6/15	Diff vs. 4W-399
Private Label																		
PM PL	0.44	0.44	0.40	0.38	0.37	0.35	0.37	0.40	0.36	0.35	0.35	0.34	-0.01	0.37	0.36	0.36	0.35	-0.03
RJR PL	2.96	3.08	3.01	2.89	2.74	2.64	2.77	2.90	2.61	2.59	2.69	2.64	-0.05	2.74	2.69	2.65	2.63	-0.16
B & W PL (Ind Amer)	0.57	0.57	0.50	0.46	0.41	0.38	0.42	0.48	0.40	0.37	0.39	0.37	-0.02	0.41	0.40	0.39	0.38	-0.04
Leggett PL	1.03	1.01	1.02	1.01	1.01	1.03	1.02	1.02	0.97	0.98	1.08	1.03	-0.05	1.01	1.00	1.01	1.02	0.00
Total PL	4.99	5.09	4.93	4.74	4.53	4.39	4.57	4.80	4.34	4.28	4.50	4.39	-0.11	4.53	4.44	4.40	4.38	-0.22
PL Share of Segment																		
PM PL	8.78	8.56	8.10	8.06	8.17	7.92	8.06	8.28	8.28	8.21	7.79	7.78	-0.01	8.17	8.17	8.09	8.01	-0.16
RJR PL	59.32	60.49	61.10	60.90	60.55	60.13	60.57	60.41	60.12	60.47	59.77	60.18	0.41	60.55	60.48	60.16	60.13	-0.58
B & W PL (Ind Amer)	11.36	11.11	10.08	9.77	8.97	8.58	9.16	10.09	9.26	8.61	8.60	8.53	-0.07	8.97	8.97	8.91	8.75	-0.28
Leggett PL	20.54	19.85	20.72	21.27	22.31	23.48	22.24	21.24	22.34	22.87	24.02	23.52	-0.50	22.31	22.42	22.92	23.20	1.10
BRANDED DISCOUNT																		
GPC	4.20	4.26	4.22	4.23	4.41	4.50	4.37	4.29	4.39	4.31	4.73	4.46	-0.27	4.41	4.39	4.45	4.48	0.09
Dorco	5.83	5.70	5.65	5.65	5.77	5.88	5.76	5.70	5.74	5.80	5.93	5.91	-0.02	5.77	5.77	5.81	5.85	0.10
Basic	4.04	3.86	3.98	4.04	4.03	4.13	4.06	4.01	4.10	4.14	4.13	4.10	-0.03	4.03	4.06	4.10	4.12	0.11
Cambridge	2.22	2.21	2.09	1.95	1.97	1.99	1.97	2.07	1.95	1.95	2.01	2.00	-0.01	1.97	1.96	1.97	1.98	0.01
Misty	1.75	1.72	1.70	1.73	1.75	1.75	1.74	1.73	1.75	1.74	1.75	1.75	0.00	1.75	1.75	1.75	1.75	0.00
Monarch	0.62	0.59	0.51	0.49	0.49	0.48	0.49	0.53	0.49	0.48	0.49	0.49	0.00	0.49	0.49	0.48	0.49	0.00
Montclair	0.84	0.82	0.77	0.80	0.81	0.78	0.80	0.80	0.79	0.79	0.76	0.79	0.03	0.81	0.80	0.79	0.78	-0.03
Vicary	0.93	0.93	0.92	0.93	0.95	0.93	0.94	0.93	0.93	0.93	0.94	0.92	-0.02	0.95	0.94	0.93	0.93	-0.02
Old Gold	0.54	0.56	0.55	0.53	0.56	0.57	0.56	0.55	0.57	0.56	0.56	0.50	0.02	0.56	0.56	0.57	0.57	0.01
Best Value	0.72	0.72	0.65	0.66	0.61	0.58	0.62	0.66	0.58	0.58	0.57	0.58	0.01	0.61	0.59	0.58	0.58	-0.04
Alpine	0.45	0.43	0.42	0.41	0.42	0.41	0.41	0.42	0.42	0.39	0.42	0.41	-0.01	0.42	0.41	0.41	0.41	0.00
Raleigh Extra	0.17	0.15	0.15	0.14	0.14	0.15	0.15	0.15	0.14	0.15	0.15	0.16	0.01	0.14	0.14	0.14	0.15	0.00
Century 25	0.20	0.22	0.21	0.21	0.20	0.20	0.20	0.21	0.19	0.20	0.20	0.19	-0.01	0.20	0.20	0.20	0.20	0.00
Bristol	0.11	0.11	0.11	0.13	0.13	0.12	0.13	0.12	0.13	0.13	0.12	0.12	0.00	0.13	0.13	0.13	0.12	-0.01
Magna	0.05	0.05	0.05	0.06	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.04	-0.01	0.05	0.06	0.06	0.06	0.00
Pyramid	0.17	0.12	0.11	0.13	0.14	0.12	0.13	0.13	0.11	0.12	0.12	0.11	-0.01	0.14	0.13	0.12	0.12	-0.02
Sterling	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.00	0.04	0.04	0.04	0.04	0.00
Daves	0.03	0.03	0.02	0.03	0.02	0.02	0.02	0.03	0.02	0.02	0.02	0.03	0.01	0.02	0.02	0.02	0.02	0.00
All American	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.00	0.03	0.03	0.03	0.03	0.00
Bucks	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.01	0.02	0.02	0.02	0.02	0.00
A/D Branded Discount	0.42	0.43	0.41	0.46	0.43	0.41	0.42	0.44	0.45	0.42	0.44	0.39	-0.05	0.43	0.44	0.43	0.40	-0.05
Total Branded Discount	23.20	23.02	22.82	22.67	22.97	23.16	22.91	22.92	22.89	22.85	23.48	23.13	-0.35	22.97	22.92	23.02	23.09	0.15
Basic Share Of Discount	14.33	13.72	14.45	14.73	14.66	14.98	14.77	14.45	15.06	15.26	14.78	14.91	0.13	14.66	14.82	14.94	15.00	0.45
Total Discount Category	28.20	28.11	27.56	27.41	27.50	27.55	27.48	27.72	27.24	27.13	27.98	27.52	-0.46	27.50	27.36	27.42	27.47	-0.06

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Source: Nielsen Integrated Database

**INTEGRATED MANUFACTURER PERFORMANCE  
MASS MERCHANDISERS  
WEEK ENDING 6/15/96**

	MONTH ENDINGS								WEEK ENDINGS						4 WEEK ENDINGS					
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	5/25	6/1	6/8	6/15	Diff vs. wk-ago		5/25	6/1	6/8	6/15	Diff vs. 4w-ago	
Philip Morris	56.79	57.44	57.30	58.20	57.55	57.69	57.83	57.49	57.72	57.59	57.78	57.69	-0.09		57.55	57.69	57.78	57.70	0.22	
PM Premium	46.78	47.22	46.92	47.84	47.18	47.30	47.45	47.20	47.40	47.33	47.05	47.52	0.47		47.18	47.39	47.35	47.32	0.18	
PM Discount	10.00	10.22	10.38	10.36	10.38	10.39	10.38	10.30	10.32	10.26	10.74	10.17	-0.57		10.38	10.30	10.43	10.37	0.05	
PM Branded Discount	8.58	8.83	9.01	9.03	8.98	8.98	9.00	8.91	9.00	8.88	9.33	8.73	-0.60		8.98	8.94	9.06	8.99	0.09	
PM Private Label	1.42	1.39	1.37	1.33	1.40	1.41	1.38	1.38	1.33	1.38	1.41	1.44	0.03		1.40	1.36	1.37	1.39	-0.04	
PM Assorted Promo	0.04	0.15	0.08	0.03	0.12	0.16	0.10	0.09	0.23	0.23	0.13	0.13	0.00		0.12	0.17	0.19	0.18	0.11	
RJ Reynolds	24.94	24.08	24.17	23.78	23.51	23.13	23.51	23.96	23.50	23.02	23.11	23.27	0.16		23.51	23.33	23.21	23.23	-0.39	
RJR Premium	17.20	16.88	16.88	16.34	16.30	16.25	16.30	16.65	16.46	16.29	16.20	16.26	0.06		16.30	16.27	16.24	16.30	0.01	
RJR Discount	7.74	7.20	7.29	7.44	7.22	6.88	7.21	7.31	7.05	6.73	6.90	7.01	0.11		7.22	7.06	6.98	6.92	-0.41	
RJR Branded Discount	7.49	6.99	7.07	7.20	7.02	6.71	7.00	7.09	6.86	6.58	6.74	6.82	0.08		7.02	6.88	6.80	6.75	-0.37	
RJR Private Label	0.25	0.21	0.22	0.24	0.20	0.17	0.21	0.22	0.18	0.14	0.17	0.20	0.03		0.20	0.18	0.17	0.17	-0.05	
RJR Assorted Promo	0.18	0.14	0.11	0.04	0.05	0.30	0.12	0.13	0.08	0.18	0.34	0.38	0.04		0.05	0.09	0.16	0.25	0.21	
B & W (Incl American)	13.89	13.94	14.09	13.77	14.57	14.77	14.33	14.15	14.44	14.92	14.74	14.63	-0.11		14.57	14.60	14.63	14.68	0.13	
B & W Premium	6.29	6.24	6.34	6.18	6.52	6.57	6.41	6.35	6.45	6.58	6.57	6.55	-0.02		6.52	6.54	6.53	6.54	0.07	
B & W Discount	7.61	7.70	7.75	7.59	8.05	8.20	7.93	7.80	7.99	8.33	8.17	8.09	-0.08		8.05	8.06	8.11	8.15	0.07	
B & W Branded Discount	7.61	7.70	7.75	7.59	8.05	8.20	7.93	7.80	7.99	8.33	8.17	8.08	-0.09		8.05	8.06	8.11	8.15	0.07	
B & W Private Label	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	
Lorillard	4.17	4.33	4.24	4.03	4.14	4.20	4.12	4.18	4.12	4.27	4.16	4.16	0.00		4.14	4.16	4.16	4.18	0.05	
Lorillard Premium	3.96	4.13	4.02	3.82	3.93	3.96	3.90	3.97	3.89	4.03	3.95	3.89	-0.08		3.93	3.94	3.94	3.94	0.02	
Lorillard Discount	0.22	0.20	0.22	0.21	0.21	0.24	0.22	0.21	0.23	0.24	0.21	0.27	0.06		0.21	0.22	0.22	0.24	0.03	
Liggett	0.21	0.21	0.20	0.22	0.22	0.22	0.22	0.21	0.21	0.19	0.21	0.24	0.03		0.22	0.21	0.21	0.21	-0.01	
Liggett Premium	0.20	0.20	0.20	0.21	0.21	0.21	0.21	0.20	0.21	0.19	0.20	0.23	0.03		0.21	0.20	0.20	0.21	0.00	
Liggett Discount	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.00		0.01	0.01	0.01	0.01	0.00	
Lig Branded Discount	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.00		0.01	0.01	0.01	0.01	0.00	
Lig Private Label	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	
AJO Co-International	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	

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Source: Nielsen Integrated Database

**INTEGRATED NIELSEN PERFORMANCE  
MASS MERCHANDISERS  
WEEK ENDING 6/15/96**

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	5/25	6/1	6/8	6/15	Diff vs. wk-ago	5/25	6/1	6/8	6/15	Diff vs. 4w-ago
Philip Morris	56.79	57.44	57.30	58.20	57.55	57.69	57.83	57.49	57.72	57.59	57.78	57.69	-0.09	57.55	57.69	57.78	57.70	0.22
PM Premium-Shr Prem	62.88	63.24	63.10	64.32	63.63	63.68	63.89	63.46	63.71	63.60	63.61	63.83	0.22	63.63	63.74	63.77	63.68	-0.01
PM Discount-Shr Disc	39.11	40.35	40.49	40.45	40.12	40.40	40.32	40.18	40.33	40.12	41.23	39.81	-1.42	40.12	40.16	40.51	40.38	0.60
PM Brd Disc-Shr Brd Disc	35.90	37.22	37.46	37.58	37.00	37.20	37.26	37.09	37.35	36.92	38.13	36.51	-1.62	37.00	37.07	37.43	37.24	0.64
PM PL-Shr PL	84.98	86.98	86.06	84.43	87.53	89.35	86.90	86.43	87.94	90.64	89.48	88.02	-1.46	87.53	88.53	88.85	89.01	2.18
Marlboro	37.07	37.45	37.11	38.11	37.10	36.78	37.38	37.29	37.16	36.83	36.75	36.75	0.00	37.10	37.13	37.05	36.87	-0.22
Red	11.50	11.77	11.41	11.66	11.13	11.16	11.33	11.45	11.16	11.00	11.27	11.19	-0.08	11.13	11.11	11.12	11.16	0.02
Lights NM	18.10	18.10	18.10	18.67	18.33	18.03	18.37	18.22	18.29	18.16	17.90	18.02	0.12	18.33	18.35	18.24	18.10	-0.20
Gold	4.13	4.09	4.17	4.31	4.18	4.14	4.22	4.17	4.15	4.22	4.19	4.02	-0.17	4.18	4.19	4.19	4.14	-0.05
Medium	1.96	2.08	2.02	2.05	1.99	2.04	2.02	2.02	2.01	2.05	2.03	2.04	0.01	1.99	2.02	2.04	2.03	0.02
Menthol	1.27	1.29	1.27	1.29	1.33	1.27	1.30	1.29	1.37	1.27	1.23	1.31	0.08	1.33	1.33	1.33	1.30	-0.01
Other PM Premium	9.71	9.77	9.81	9.73	10.08	10.52	10.07	9.91	10.24	10.51	10.30	10.76	0.46	10.08	10.25	10.30	10.45	0.38
Benson & Hedges	2.72	2.73	2.78	2.72	2.87	3.04	2.86	2.80	2.99	3.04	2.96	3.11	0.15	2.87	2.95	2.99	3.03	0.21
Merit	2.55	2.48	2.56	2.55	2.59	2.78	2.62	2.57	2.61	2.81	2.60	2.87	0.27	2.59	2.66	2.68	2.72	0.10
Virginia Slims	4.04	4.19	4.07	4.07	4.20	4.32	4.19	4.14	4.27	4.26	4.31	4.40	0.09	4.20	4.24	4.23	4.31	0.10
Parliament	0.32	0.29	0.31	0.33	0.33	0.32	0.33	0.32	0.31	0.32	0.34	0.31	-0.03	0.33	0.32	0.33	0.32	-0.02
Saratoga	0.07	0.08	0.09	0.07	0.08	0.08	0.08	0.08	0.06	0.08	0.09	0.07	-0.02	0.08	0.08	0.08	0.07	-0.01
Cambridge	3.24	3.37	3.24	2.96	3.32	3.42	3.22	3.25	3.29	3.27	3.58	3.42	-0.16	3.32	3.28	3.34	3.39	0.13
Alpine	0.31	0.30	0.29	0.29	0.32	0.31	0.31	0.30	0.29	0.36	0.30	0.29	-0.01	0.32	0.33	0.33	0.31	-0.03
Bristol	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.00	0.03	0.03	0.03	0.03	0.00
Basic	4.99	5.11	5.44	5.75	5.30	5.20	5.44	5.32	5.37	5.21	5.41	4.98	-0.43	5.30	5.29	5.34	5.24	-0.02
PM Private Label	1.42	1.39	1.37	1.33	1.40	1.41	1.38	1.38	1.33	1.38	1.41	1.44	0.03	1.40	1.36	1.37	1.39	-0.04
RJ Reynolds	24.94	24.08	24.17	23.78	23.51	23.13	23.51	23.96	23.50	23.02	23.11	23.27	0.16	23.51	23.33	23.21	23.23	-0.39
RJR Premium-Shr Prem	23.11	22.61	22.70	21.98	21.98	21.88	21.95	22.39	22.12	21.89	21.90	21.84	-0.06	21.98	21.89	21.87	21.94	-0.06
RJR Discount-Shr Disc	30.27	28.43	28.43	29.06	27.90	26.75	28.01	28.51	27.53	26.30	28.52	27.45	0.93	27.90	27.51	27.10	26.95	-1.31
B & W (Incl American)	13.89	13.94	14.09	13.77	14.57	14.77	14.33	14.15	14.44	14.92	14.74	14.63	-0.11	14.57	14.60	14.63	14.68	0.13
B & W Premium-Shr Prem	8.45	8.35	8.53	8.30	8.79	8.84	8.63	8.53	8.67	8.85	8.88	8.80	-0.08	8.79	8.79	8.79	8.80	0.07
B & W Discount-Shr Disc	29.74	30.40	30.22	29.65	31.14	31.87	30.80	30.44	31.22	32.59	31.99	31.64	0.25	31.14	31.43	31.49	31.71	0.57
Lorillard	4.17	4.33	4.24	4.03	4.14	4.20	4.12	4.18	4.12	4.27	4.16	4.16	0.00	4.14	4.16	4.16	4.18	0.05
Lorillard Premium-Shr Prem	5.31	5.53	5.40	5.13	5.31	5.33	5.25	5.34	5.23	5.42	5.34	5.23	-0.11	5.31	5.30	5.30	5.30	0.01
Lorillard Discount-Shr Disc	0.84	0.78	0.85	0.82	0.81	0.94	0.85	0.83	0.90	0.95	0.81	1.07	0.26	0.81	0.86	0.86	0.93	0.13
Liggett	0.21	0.21	0.20	0.22	0.22	0.22	0.22	0.21	0.21	0.19	0.21	0.24	0.03	0.22	0.21	0.21	0.21	-0.01
Liggett Premium-Shr Prem	0.27	0.27	0.26	0.28	0.28	0.28	0.28	0.27	0.28	0.25	0.27	0.31	0.04	0.28	0.27	0.27	0.28	0.00
Liggett Discount-Shr Disc	0.03	0.04	0.02	0.02	0.03	0.04	0.03	0.03	0.03	0.03	0.06	0.03	-0.03	0.03	0.04	0.04	0.04	0.01

Note: Individual OPB brands may not sum to total OPB due to rounding and smaller brands not shown.

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Source: Nielsen Integrated Database

**TOP 25 BRANDS PERFORMANCE  
MASS MERCHANDISERS  
WEEK ENDING 6/15/96**

	MONTH ENDINGS						WEEK ENDINGS				4 WEEK ENDINGS				Diff vs. 4w-ago
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	YTD	5/23	5/31	6/8	6/15	5/25	6/1	6/8	6/15	
Marlboro	37.07	37.45	37.11	38.11	37.10	37.29	37.16	36.83	36.75	36.75	37.10	37.13	37.05	36.87	-0.22
Marlboro B&G1F	0.09	0.34	0.31	0.07	0.02	0.15	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.01	-0.01
Winston	6.27	6.13	6.23	5.97	5.76	6.00	5.83	5.53	5.50	5.44	5.76	5.71	5.63	5.58	-0.21
Winston Select	0.98	0.88	0.91	0.76	0.73	0.83	0.72	0.74	0.62	0.65	0.73	0.72	0.69	0.68	-0.05
Camel	3.39	3.22	3.29	3.37	3.42	3.35	3.51	3.49	3.41	3.50	3.42	3.43	3.44	3.48	0.10
Camel Filters	2.70	2.55	2.63	2.71	2.73	2.68	2.79	2.76	2.73	2.79	2.73	2.72	2.74	2.77	0.05
Camel Non-Filter	0.70	0.67	0.66	0.66	0.69	0.68	0.73	0.74	0.68	0.71	0.69	0.70	0.70	0.71	0.04
GPC	4.17	4.31	4.19	4.12	4.45	4.28	4.48	4.66	4.49	4.43	4.45	4.47	4.48	4.52	0.10
Doral	6.44	6.07	6.15	6.27	6.18	6.18	6.13	5.83	6.02	6.05	6.18	6.10	6.05	6.01	-0.20
Newport	2.00	2.11	2.06	1.95	2.05	2.04	1.99	2.16	2.08	2.07	2.05	2.06	2.07	2.07	0.02
Basic	4.99	5.11	5.44	5.75	5.30	5.32	5.37	5.21	5.41	4.98	5.30	5.29	5.34	5.24	-0.02
Basic Box	0.00	0.00	0.24	0.32	0.25	0.18	0.24	0.25	0.26	0.33	0.25	0.24	0.24	0.27	0.02
Salem	4.53	4.53	4.47	4.27	4.27	4.39	4.21	4.35	4.09	4.19	4.27	4.28	4.21	4.21	-0.08
Kool	1.96	1.96	1.98	1.93	2.10	1.99	2.12	2.03	2.04	2.05	2.10	2.10	2.07	2.06	-0.02
Virginia Slims	4.04	4.19	4.07	4.07	4.20	4.14	4.27	4.26	4.31	4.40	4.20	4.24	4.23	4.31	0.10
Mentri	2.55	2.48	2.56	2.55	2.59	2.57	2.61	2.81	2.60	2.87	2.59	2.66	2.68	2.72	0.10
Benson & Hedges	2.72	2.73	2.78	2.72	2.87	2.80	2.99	3.04	2.96	3.11	2.87	2.95	2.99	3.03	0.21
Cambridge	3.24	3.37	3.24	2.96	3.32	3.25	3.29	3.27	3.58	3.42	3.32	3.28	3.34	3.39	0.13
Carlton	1.49	1.42	1.46	1.44	1.52	1.48	1.55	1.56	1.54	1.66	1.52	1.52	1.52	1.58	0.07
Misty	1.83	1.85	2.02	2.01	2.09	1.98	2.06	2.06	1.99	2.13	2.09	2.08	2.06	2.06	-0.05
Vantage	1.39	1.42	1.39	1.33	1.39	1.38	1.43	1.33	1.43	1.34	1.39	1.37	1.38	1.38	0.00
Kent	1.01	1.01	1.02	0.93	0.96	0.96	0.98	0.99	0.98	0.94	0.96	0.96	0.98	0.97	0.01
Pal Mall	1.19	1.22	1.21	1.18	1.20	1.21	1.12	1.25	1.22	1.21	1.20	1.20	1.21	1.20	0.00
Capri	1.04	1.05	1.06	1.05	1.09	1.07	1.05	1.17	1.13	1.04	1.09	1.11	1.12	1.10	0.01
Monarch	0.29	0.31	0.28	0.28	0.24	0.27	0.25	0.24	0.26	0.22	0.24	0.23	0.24	0.24	-0.01
Viceroy	0.98	0.93	0.94	0.93	0.95	0.96	0.93	1.04	1.04	0.96	0.95	0.96	0.98	0.99	0.03
Parliament	0.32	0.29	0.31	0.33	0.33	0.32	0.31	0.32	0.34	0.31	0.33	0.32	0.33	0.32	-0.02
Montclair	0.49	0.46	0.46	0.40	0.42	0.45	0.40	0.43	0.46	0.43	0.42	0.42	0.43	0.43	0.00
Now	0.66	0.67	0.66	0.65	0.65	0.66	0.62	0.63	0.63	0.67	0.65	0.63	0.64	0.64	-0.02
True	0.34	0.34	0.34	0.34	0.35	0.34	0.35	0.37	0.37	0.35	0.35	0.36	0.35	0.36	0.02

\* Top 25 is based on All Outlets Combined.

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Source: Nielsen Integrated Database

**INTEGRATED DISCOUNT PERFORMERS  
MASS MERCHANDISERS  
WEEK ENDING 6/15/96**

	MONTH ENDINGS					WEEK ENDINGS				4 WEEK ENDINGS				Diff vs. 4w-ago
	Jan-96	Feb-96	Mar-96	Apr-96	May-96	MTD	QTD	YTD	5/25	6/1	6/8	6/15	Diff vs. wk-ago	
Private Label														
PM PL	1.42	1.39	1.37	1.33	1.40	1.41	1.38	1.38	1.33	1.38	1.41	1.44	0.03	
RJR PL	0.25	0.21	0.22	0.24	0.20	0.17	0.21	0.22	0.18	0.14	0.17	0.20	0.03	-0.04
B & W PL (incl Amer)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.05
Luggatt PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total PL	1.67	1.60	1.60	1.57	1.60	1.58	1.58	1.60	1.51	1.52	1.57	1.64	0.07	0.00
PL Share of Segment														-0.08
PM PL	84.96	86.98	86.06	84.42	87.53	89.35	86.90	86.43	87.94	90.64	89.48	88.02	-1.46	2.18
RJR PL	15.02	13.02	13.94	15.57	12.48	10.64	13.10	13.57	12.07	9.35	10.52	11.97	1.45	-2.18
B & W PL (incl Amer)	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.01
Luggatt PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
BRANDED DISCOUNT														
GPC	4.17	4.31	4.19	4.12	4.45	4.53	4.35	4.28	4.48	4.66	4.49	4.43	-0.06	0.10
Doral	6.44	6.07	6.15	6.27	6.18	5.97	6.15	6.18	6.13	5.83	6.02	6.05	0.03	-0.20
Basic	4.99	5.11	5.44	5.75	5.30	5.20	5.44	5.32	5.37	5.21	5.41	4.98	-0.43	0.03
Cambridge	3.24	3.37	3.24	2.96	3.32	3.42	3.22	3.25	3.29	3.27	3.58	3.42	-0.16	-0.02
Misty	1.83	1.85	2.02	2.01	2.09	2.06	2.05	1.98	2.06	2.06	1.99	2.13	0.14	0.13
Monarch	0.29	0.31	0.28	0.28	0.24	0.24	0.25	0.27	0.25	0.24	0.26	0.22	-0.04	-0.05
Monclair	0.49	0.46	0.46	0.40	0.42	0.44	0.42	0.45	0.40	0.43	0.48	0.43	-0.03	-0.01
Viceroy	0.98	0.93	0.94	0.93	0.95	1.01	0.96	0.96	0.93	1.04	1.04	0.96	-0.08	0.00
Old Gold	0.22	0.20	0.22	0.21	0.21	0.24	0.22	0.21	0.23	0.25	0.21	0.27	0.06	0.03
Best Value	0.67	0.54	0.57	0.58	0.53	0.43	0.52	0.56	0.42	0.44	0.39	0.46	0.07	0.03
Alpine	0.31	0.30	0.29	0.29	0.32	0.31	0.31	0.30	0.29	0.36	0.30	0.29	-0.01	-0.15
Raleigh Extra	0.14	0.13	0.13	0.14	0.15	0.15	0.15	0.14	0.12	0.15	0.18	0.13	-0.05	-0.03
Century 25	0.02	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.03	0.02	0.01	0.02	0.01	-0.01
Bristol	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.00	0.00
Magna	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.01	0.00
Pyramid	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.00	0.00
Sterling	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.04	0.04	0.03	-0.01	0.00
Daves	0.01	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00
All American	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bucks	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.01	0.00	-0.01	0.01
A00 Branded Discount	0.00	0.04	0.00	-0.01	0.00	0.03	0.00	0.01	-0.01	-0.02	0.02	0.02	0.00	-0.02
Total Branded Discount	23.90	23.73	24.05	24.04	24.27	24.15	24.15	24.02	24.09	24.05	24.47	23.91	-0.56	-0.18
Basic Share Of Discount	19.51	20.19	21.20	22.47	20.48	20.22	21.13	20.75	20.99	20.37	20.78	19.50	-1.28	0.13
Total Discount Category	25.58	25.33	25.65	25.61	25.87	25.72	25.73	25.83	25.60	25.57	26.04	25.55	-0.49	-0.26

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Source: Nielsen Integrated Database